WHOLESALER'S SALESMAN

COLD FEET FOR HOT SELLING —Not rain, nor sleet, nor snow, nor slush, will keep the smart salesman from his appointed rounds. That's when he often makes his biggest sales, welds valuable friendships BECAUSE: when the weather is bad, dealers, contractors, industrial engineers, purchasing agents, all are easier to see, more inclined to listen, more ready to consider a salesman's story, more apt to reward your selling effort with an order.

CONTENTS FEBRUARY, 1941

Times and Trends	By O. Fred. Rost	11
Business Index—Sales and Inventories		19
Business Index—Regional Analysis		22
Better Selling to Industrial Buyers	By Edwin Laird Cady	24
Appliance Selling—Off the Beaten Track	By Ward Warburton	26
The Camera Clicks	On the Lighting Front	28
Defense Brings Opportunity and Responsibility	By George E. Doying, Jr.	30
Army Camps for Plus Sales		33
Here Comes Bigger Radio Dollar Volume	By F. N. Ashford	34
Washington Straws	By "The Man with the Panama Hat"	39
Men You Should Know	About H. J. Privat	40
Adventures of Hard Luck Sam	By Coit A. (Duke) Smith	43
Wholesaler's Salesman News		15 and 48
New Products to Sell		45

O. FRED. ROST, *Editor*

A. B. CONKLIN, Jr., *Managing Editor*

J. H. AVELING, *Assistant Editor*

W. A. CYR, *Pacific Coast Editor*

HARRY PHILLIPS, *Art Editor*

McGRAW-HILL PUBLISHING CO., INC.

JAMES H. McGRAW, Founder and Honorary Chairman

Publication Office, 99-129 North Broadway, Albany, N. Y.
Editorial and Executive Offices, 330 West 42nd St., New York, N. Y.

WHOLESALER'S SALESMAN (formerly Electrical Wholesaling) February, 1941. (Vol. 22, No. 2). Published monthly, price 25c a copy. Allow at least ten days for change of address. All communications about subscriptions should be addressed to the Director of Circulation, 330 West 42nd Street, New York, N. Y. Subscription rates—United States and possessions, Canada, Mexico, and Central American countries $1.00 per year, $1.50 for two years, $2.00 for three years. Great Britain and British Possessions 12 shillings for one year, 24 shillings for three years. All other countries $2.00 for one year, $4.00 for three years.

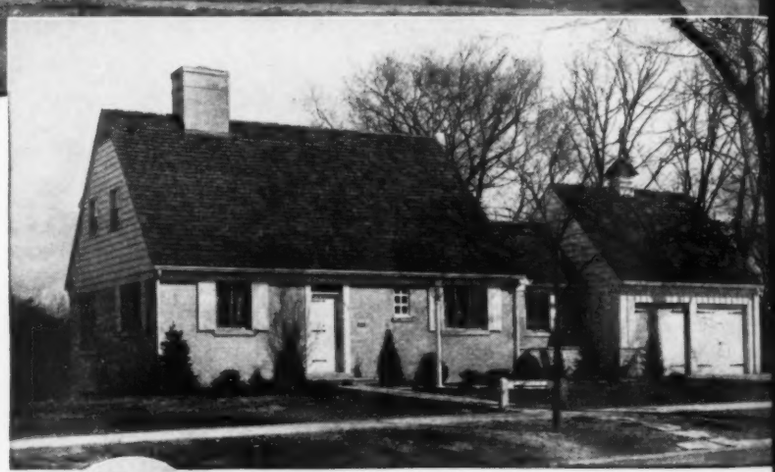
JAMES H. McGRAW, JR., President — HOWARD EHRLICH, Executive Vice-President — MASON BRITTON, Vice-Chairman

B. R. PUTNAM, Treasurer — D. C. McGRAW, Secretary — J. E. BLACKBURN, JR., Director of Circulation

Entered as Second Class Matter, August 22, 1936, at Post Office, Albany, N. Y., under the Act of March 3, 1879. Cable Address "McGraw-Hill, New York." Member of A.B.P. Member of A.B.C. Copyright 1940 by McGraw-Hill Publishing Co., Inc., 330 West 42nd Street, New York, N. Y. BRANCH OFFICES: 520 North Michigan Ave., Chicago; 68 Post Street, San Francisco; Aldwych House, Aldwych, London, W.C. 2; Washington; Philadelphia; Cleveland; Detroit; St. Louis; Boston, Atlanta, Ga.

TESTED — A McGRAW-HILL PUBLICATION — READERSHIP

THOUSANDS OF PROSPECTS FOR THE SQUARE D MULTI-BREAKER . . .



Above: The Wm. Joern & Sons model home which was visited by more than 20,000 people.

Left: Charles Joern demonstrates the Square D Multi-breakeR to a visitor—explains how it eliminates fuses completely.

Below: Mr. Joern featured the Square D Multi-breakeR by installing a demonstration panel in the garage.

work with the realtors and builders—*they can be your best salesmen!*

More than 20,000 people visited the model home built by Wm. Joern & Sons, one of the leading building operators in the mid-west. This organization builds at least one such model home each year—creates widespread interest and additional sales by opening it for public inspection. **Square D Multi-breakeRs are specified in all Joern houses.** They are merchandised to every visitor because, in Charles Joern's own words, "they have visible value that helps sell homes."

Builders and realtors such as Wm. Joern & Sons, once they become customers for Square D Multi-breakeRs, also become your most powerful salesmen. Within a year's time they can get the story of Multi-breakeR convenience and protection to thousands of real prospects.

Why not cultivate a dozen progressive builders and realtors in your locality?

SQUARE D COMPANY

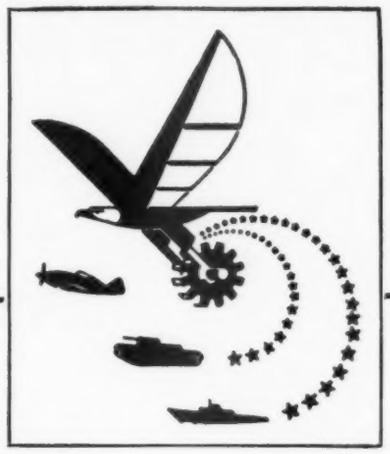
DETROIT - MILWAUKEE - LOS ANGELES

IN CANADA: SQUARE D COMPANY CANADA LIMITED, TORONTO, ONTARIO

CALL IN A SQUARE D MAN

TIMES and TRENDS

Defense Commission's New Emblem—Maybe



FEBRUARY.....1941

1941 Tip-Off Production of machine tools of various kinds is expected to chalk up a new record in 1941, reach $700,000,000 says *American Machinist*.

That will mean a new record demand for industrial wiring, motor, control and lighting equipment, which may not reach its peak until late in 1941 or early in 1942.

There are comparatively few territories that will not feel a share of this industrial speed-up of business and in many localities where those machine tools will be put into operation today are farms, prairie or woodland tracts.

The tip-off is obvious.

Watch real estate news, factory sales, industrial announcements. Get to the architects, the engineers, the builders. Most important of all—work with industrial contractors.

In no case are those large electrical supplies orders going to be pitched into your lap. That kind of business goes to the fellow who goes after it, and who, incidentally, lends a hand in working up specifications and lists of material.

Giant Plants We have warned steadily that defense plant projects are likely to pop up in the most unexpected places. Here is some proof that we were right.

In Illinois, south of Joliet, over 2,000 agricultural acres have changed hands and a shell loading plant is springing up where corn grew last year. Indiana is getting a similar plant, of equally huge proportions.

In the Burlington (Iowa) area, the owners of 189 farms may not get any Government Benefit checks this year because instead the Burlington Ordnance Work, will have a crop of 10,000 operators busy making artillery shells and bombs on the site.

What that means in new business for wholesalers on the construction end of such a plant itself, is but a small slice compared to the residential building boom that will invade the section.

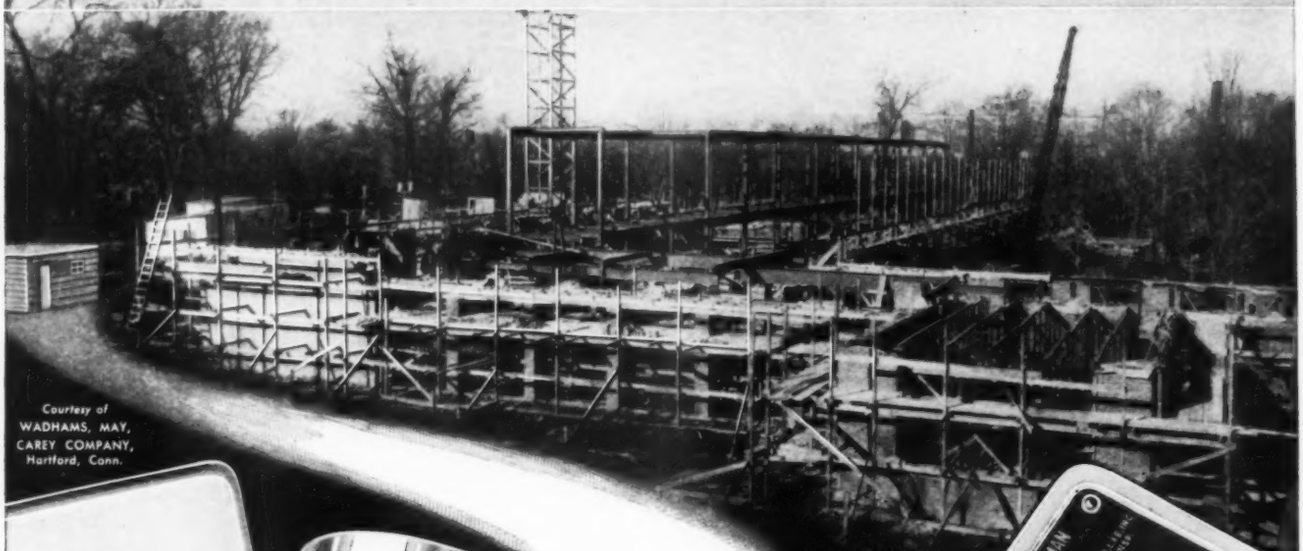
Add to that the increase in residential rewiring, appliance and radio business that will come when an annual payroll of $10,000,000 or $20,000,000 is dumped into such an area, and you will have a picture of what will happen to the alert wholesaler's salesman who decides to work and sleep on such a bonanza in sales opportunities.

Lighting At no time since the World War have electrical wholesalers had such tremendous opportunities for selling lighting equipment and lamps.

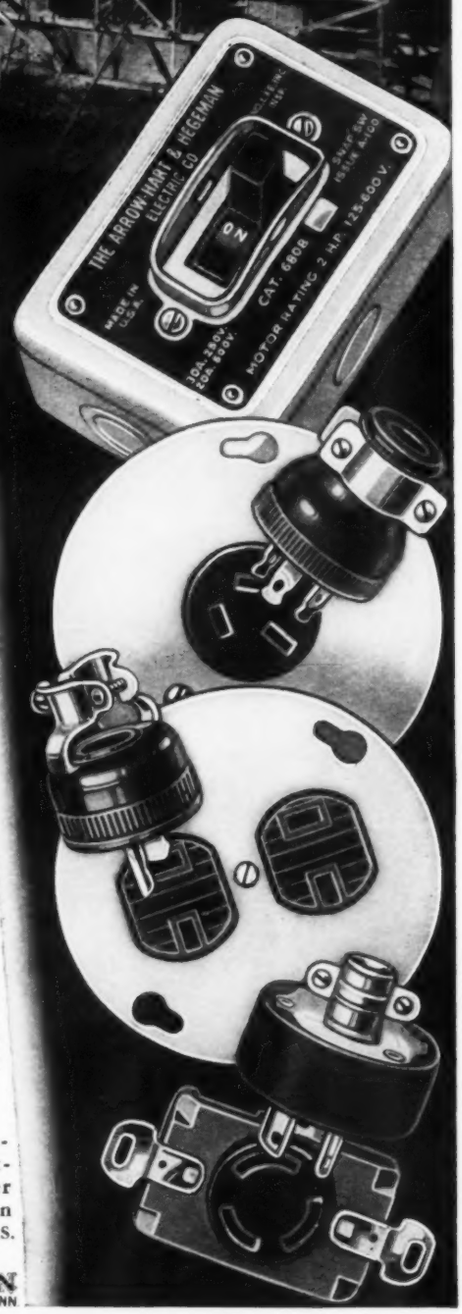
Good lighting is a normal prime essential in every plant, but new demands for speed in production for defense have created new needs for more modern lighting equipment. Much higher lighting intensities are considered indispensable. Flood lighting for protection is essential wherever important defense production is involved. Fluorescents have created new opportunities for providing each industrial with the exact type of lighting needed to gain the utmost in working efficiency.

If ever there was a time when the wholesaler's salesman who can qualify as a lighting specialist had a chance to reap a golden harvest, THAT TIME IS NOW.

ARROW INDUSTRIAL ELECTRICAL EQUIPMENT



Courtesy of
WADHAMS, MAY,
CAREY COMPANY,
Hartford, Conn.



This way to Orders!

NEW BUILDING to meet industrial shortages . . . plant expansion for rearmament programs . . . here's the "approach" to wiring contracts from the standpoint of your customers, the Contractors. And the road to these orders is *lined* by ARROW Industrial Devices. Here are typical wiring items for heavy-duty service, power and light:

Left side, first above, Weatherproof Switch, Weatherproof Receptacle. Second, Type C Ceiling Pull Switch. Third, 3-wire Rubber Cord Connector. Fourth, Type C Tumbler Switch.

Right side, first above, Small Motor Starting Switch. Second, 3-wire Receptacle with Rubber Plug. Third, 2-wire 20 Ampere Duplex Receptacle with cord grip Cap. Fourth, 3-wire Flush Receptacle with Cap.

★ ★ ★

Most all new buildings (and modernizations) will be *adequately* wired for maximum production and convenient power connections. Your ARROW Line is *more* than adequate; it's the line that leads to the ORDERS.

ARROW ELECTRIC DIVISION
THE ARROW-HART & HEGEMAN ELECTRIC CO. HARTFORD, CONN.

No Scarcity Less than two percent of the raw materials needed for the manufacture of electrical equipment now must come from abroad, says Westinghouse Electric & Manufacturing Co., and rapid progress is being made toward finding substitutes for all imported items.

Thus the pinch will not come due to scarcity of raw materials but through lack of labor or facilities for turning raw materials into finished goods with Defense Program demands enjoying the right of way.

The moral is that electrical wholesalers must carry heavier stocks, anticipate their wants farther ahead, and yet navigate these perilous times without succumbing to the temptation of speculative buying. They dare not forget that unwarranted increases in selling prices are definitely taboo, will invite unpleasant consequences.

Paying The Fiddler Recently the National Association of Manufacturers conducted a nation-wide survey of public opinion on how the national defense program should be paid for.

Tabulation of replies showed that the majority, 55 percent of the people, wanted to raise the necessary money by taxation, 11 percent suggested cutting of the cost of government.

As to methods of taxation for defense, a general federal sales tax drew the largest number of votes—32 percent. The balance of votes was divided between raising income taxes, taxing profits, taxing more people and only 4 percent were willing to have taxes raised on luxuries, amusements, liquor.

Priorities Yes, they are definitely in the offing, although we may have to call them by another name.

This writer will shortly have a series of conferences at Washington and among other things hopes to get the low-down on the priorities situation.

Details of policy and procedure will be published as completely as possible just as soon as release is authorized by the Priorities Board.

Patience It takes thirty tons of blueprints to supply the builders of a battleship with necessary details. Each sheet has to have the approval of the designers, engineers, must be correct and check on dimensions to the 10,000th part of an inch before a single piece of raw material can start into the fabricating processes.

Tanks, guns, mortars, specialized motor vehicles are proportionately complicated units, require equally careful preparation, checking.

As far as getting defense materials into production—only the surface has been scratched. When things are going full tilt, there will be few small factories or machine shops anywhere without sub-contracts on defense orders.

Just for fun, sit down right now and figure out what that should mean in your territory in the way of PLUS business on motors, controls, fuses, lighting equipment, wiring materials, etc. Then check a year hence and discover how timid you were in guessing.

Farm Outlook All indications point to 1941 bringing to farmers the best income they have had since 1929—to many perhaps the best in their history. The total "take" of the country's farmers is expected to exceed nine billion dollars. Increased domestic demand and larger exports are reasons.

That this favorable outlook justifies most intensive cultivation of rural customers is obvious. Mail order houses, in closest possible touch with rural markets, are expecting to make new sales records in 1941. They are right now sending out 13 million catalogs which are the finest, most alluringly illustrated and largest in many years.

It goes without saying that wholesalers operating in rural areas will do well to get organized for the most extensive and intensive selling campaigns they have ever put on. Reward will come in direct proportion to effort expended.

Odd Jobs Increased industrial activity not only is keeping the Employment Division of the New York State Department of Labor busy placing applicants, but has made necessary compilation of a "Dictionary of Occupational Titles".

For instance, they had to learn that a screen ape is synonymous with grizzly man, does not mean some film studio job but fits a laborer who dumps ore through gratings in metal mines.

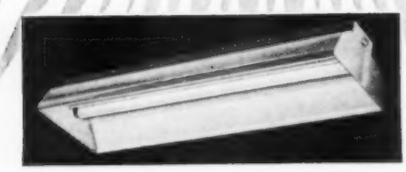
Then there is the slough pig that floats caught logs out of sloughs after the main log drive has passed down the river. And a sky hooker does not put hooks into the sky to hang airplanes on, but places hoisted logs on truck or car for evenly balanced loads.

Incidentally a bratter is sort of a maid of all work, with care of a brat (child) or two, thrown in as added duty, and a cat doctor means tractor mechanic, while the tractor operators rate as cat-skinners.

EDITOR

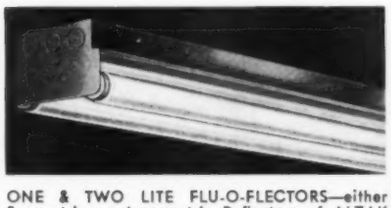
Guth Offers You

New Money-Making Opportunities in FLUORESCENT LUMINAIRES!



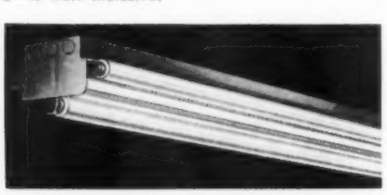
UTILITY FLU-O-FLECTORS for 2—40 watt, 3—40 watt, 4—40 watt and 2—100 watt lamps stand up under hardest use—do a better lighting job. Removable ALZAK Aluminum Reflector for easier maintenance.

Commercial Luminaires *for Offices and Stores*



ONE & TWO LITE FLU-O-FLECTORS—either Symmetric or Asymmetric Reflectors of ALZAK Aluminum—for localized or general industrial illumination. For lamp sizes from 1—20 watt to 2—40 watt inclusive.

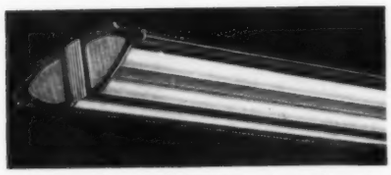
Industrial Luminaires *for Factories*



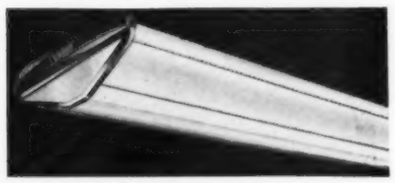
GUTH STRIPS for Factory Offices provide complete, low cost lighting. Carried in stock for all lamp sizes. Easy to handle—easy to install—easy to sell.

ALZAK ALUMINUM REFLECTORS

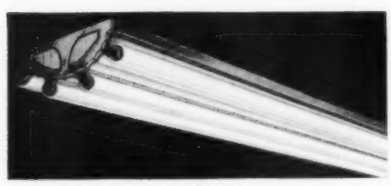
Sell GUTH Fluorescent Fixtures with *diffuse* ALZAK Aluminum Reflectors for better satisfied customers. Durable, easy-to-clean, more efficient—the *better* reflector.



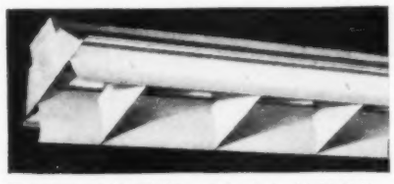
TRU-CO-LITE Direct-Indirect Luminaire for stores and offices. The ultimate in fine styling—plus more light output with individual *diffuse* ALZAK Aluminum Reflectors for each lamp.



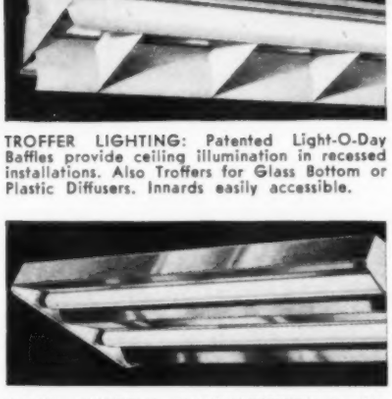
EXCELUX FLUORESCENT—Full-screen lamp diffusion is effected with either Glass or Plastic Shield—at same low cost: An ingenious hinged arrangement releases the shield at one end for access to lamps, starters, and covers.



GUTH GLOW are constructed with elongated flutings of Satin ALZAK Aluminum to harmonize with the characteristic design of Fluorescent Lamps. Cast Aluminum Ends.



TROFFER LIGHTING: Patented Light-O-Day Baffles provide ceiling illumination in recessed installations. Also Troffers for Glass Bottom or Plastic Diffusers. Innards easily accessible.



SHOW WINDOW FLU-O-FLECTORS Provide dynamic sales lighting with necessary "punch" to make merchandise sparkle and almost sell itself.

P. F. C. PLASTIC DIFFUSERS snap on and off Fluorescent Lamps—reduce the glare of the bare lamp, yet are more efficient in light transmission than are diffused glass panels. Made in two designs—and in colors.

Write for new GUTH Catalog No. 37, featuring the complete Fluorescent line. Free engineering and layout service at your command for office, store or factory lighting systems.

IMPORTANT: Send us the names and addresses of your salesmen, so that we may send them our helpful, sales-creating literature.

THE EDWIN F. GUTH COMPANY

2615 Washington Blvd. **St. Louis, Mo.**

Leaders in Lighting Since 1902

Guth

Wholesaler's Salesman NEWS

Buyers Order Heavily At New York Lamp Show

Many manufacturers displaying at show report record-breaking sales to 1800 buyers present. Greater number of electrical wholesalers in attendance.

A FURTHER indication that intensive industrial activity is expected to increase the circulation-rate of consumer-dollars was clearly demonstrated by the heavy buying at the New York Lamp Show, held in the Hotel New Yorker from January 20 to 24. The majority of the 181 manufacturers exhibiting at the vast portable lamp market, reported to WHOLESALER'S SALESMAN that they had booked more business there than at any show during the last ten years. Since there were slightly more than 1800 buyers in attendance, representing nearly every state and numerous foreign countries, it was apparent that good-business is not confined to regions where defense activities are most prevalent, but is spread throughout the country.

While previous shows have drawn considerable numbers of electrical wholesalers, a review of the daily registration lists revealed that there were many more wholesalers present than usual. Exhibitors took this to mean that wholesalers are again taking a keen interest of all types of residential lighting, as well as their standbys —commercial and industrial illumination.

Manufacturers devoted more space to fluorescents than at earlier shows and while there were some strictly residential models on display, the majority of those paraded were of the office desk type.

Readily apparent was the trend towards better styling and higher quality, two factors being considered chiefly responsible for this trend. One, with employment up and incomes generally rising an increasing number of people can afford to buy more expensive lighting equipment for their homes. Second reason, American lamp manufacturers know that imports of quality merchandise have been curtailed drastically, due to the war, are stepping in to assume charge of this type of business.

Six floors of the hotel were taken over entirely by the lamp show, with a registration clerk spotted at each floor to register the company affiliation, address and town of each buyer and to prevent anyone except buyers and those associated with the trade from browsing through the halls and exhibits.

Social event of this 18th Semi-Annual New York Lamp Show was a dinner-dance sponsored by the National Lamp & Shade Manufacturers Association. Party took place at the Top Hat Night Club, Union City, N. J., on Wednesday evening. Buses carried the party-goers across to Jersey, returned them again early the next morning. Those who wanted to stick it out a bit longer gave some business to the cabbies.

Room Cooler Division

WASHINGTON — ACRMA, short for Air Conditioning and Refrigerating Machinery Association, reports that a Room Cooler Division has been formed, in which membership will be limited to Association members engaged in the manufacture or sale of self-contained room coolers and room air conditioners in capacities up to 15,000 B.t.u. per hour. The principal activities of the Division will be compilation of industry statistics of sales and inventories, equipment standardization, standard rating and testing, and certification of capacities of various models of room coolers.

AT LAMP SHOW and a few of the exhibitors. Photos, left to right. At display of Universal Lamp Div. of Globe Lighting Fixture Co. are Dewey Edson; Sam Horton, Acme Elec. Supply, Hartford; Henry Cooper, Harry Scheiner—Lined up in room of Electro Mfg. Co., Chicago, are L. Schoenbrod, S. Wolfe, I. W. Silverman, J. Leslie Ridge, J. C. Murphy Stores; F. Pfalzgraf, Thrift Lamps, Buffalo; J. R. Allen, V. Nemeroff—Well pleased was Herman "Hank" Shulman, head man of the Rex Electrical Manufacturing Company, of New York City.

MAZDA *Fluorescent* TWIN-LAMP *Lighting Units*

BUILT TO RLM *Specifications*

UNIFORM QUALITY AND CONFORMANCE TO RLM STANDARDS CERTIFIED BY ELECTRICAL TESTING LABORATORIES

● These units open new opportunities for selling the most modern light conditioning to cover a wide variety of industrial interiors. They make possible efficient, economical use of the newest type of daylight-quality illumination . . . with soft shadows and new freedom from glare and heat annoyances.

An RLM requirement for the new 60" Unit illustrated . . . typifying the completeness with which the RLM Specifications cover all design, construction and performance factors . . . is the use of apertures which direct 2½% of the light into the upper zone. This provides ceiling illumination that is uniform . . . free from shadows and bright striations. These apertures also provide ventilation . . . preventing substantial reduction in light output.

All Fluorescent lighting units built to RLM Specifications embody the following rigid lighting performance standards . . . all basic to the best and most economical results with Fluorescent Lamps: (1) Quality and weight of the materials used in reflector and housing; (2) Quality in reflection factor of porcelain enamel; (3) Shielding angles; (4) Dimensions; (5) Contour; (6) Light output efficiency of reflector; (7) Location and spacing of lamps; (8) Ballast equipment. Furthermore, the complete unit must be approved by Underwriters' Laboratories to meet National Electrical Code Standard requirements.

Continued compliance with the RLM Specifications by manufacturers of all RLM LABELED Lighting Units is assured by periodical rigid inspections at the plant of each RLM manufacturer; and through laboratory tests conducted by Electrical Testing Laboratories . . . an independent organization.

The Letters RLM Stand for Reflector and Lighting Equipment Manufacturers.

RLM STANDARDS INSTITUTE
INCORPORATED

307 N. MICHIGAN AVE. • SUITE 1600 • CHICAGO, ILL.

THE CERTIFICATE OF RLM UNIFORM QUALITY

Big 1940 Forecasts Bigger 1941 And Booming Appliance Sales

With a big year written into the profit side of the ledger, appliance manufacturers are looking upward and onward to even better selling prospects for 1941

TURNING from figures which show 1940 sales far ahead of the previous year in virtually every appliance classification, manufacturers of traffic and major appliances are scheduling 1941 promotion budgets which are designed to overshadow attempts by other groups in competing for the consumer dollar. Plans are such that wholesalers' salesmen can ride to bigger profits and easier sales, if they gear their sales efforts into the manufacturers' when they push appliance lines with dealers.

Burgeoning advertising and sales promotion programs for 1941 are evidence that manufacturers plan to cash in on what promises to be an unprecedented buying year.

For instance, the merchandising division of Westinghouse will push appliances to the tune of a budget which has been increased 10 to 15 per cent, with small appliances and plug-in air conditioners getting a large slice of that total.

The spring advertising campaign of McGraw Electric, manufacturer of Toastmaster, is designed to make 1941 the eighth consecutive year in which sales topped all previous years' records.

Schick Shaver, hitting at a 500,000 replacement market in 1941, plus the promising new field among army men and an ever increasing number of new buyers, anticipates the biggest year in its history, plans a campaign to assure that result.

Mixmaster, Shavemaster, Ironmaster, made by the Chicago Flexible Shaft Co., will be heard of in consumer magazines, with appropriate promotions to get dealers geared into the effort.

Pointed toward capitalizing on unprecedented consumer purchasing power, General Electric's appliance push starts with a barrage in trade papers, carries through later in consumer magazines and other point-of-sale promotions.

A campaign built around endorsement of electric shavers by barbers has been launched in consumer magazines and newspapers by The General Shaver Division of Remington Rand.

Manning Bowman will feature its top price electric iron and build demand for its other appliances around that leader.

Long life and dependability of its dated, patented, plastic top flashlight batteries will be spotlighted in consumer magazines by Winchester Repeating Arms Co.

Refrigerator manufacturers are out to capture their part of 1941's buying upswing. Emphasis in Kelvinator's promotion of its eight models is on "step-up buying" which implies increased dealer sales through increased value to consumers. Stewart Warner tells the story of its Dual-Temp refrigerators with large space in national magazines. Frigidaire counts on new cabinet styles and design improvements to swing consumer buying.

For the first time in more than ten years, Easy Washing Machine Co. has undertaken a national advertising program, with definite increase in unit-of-sale as its major objective. Bendix Home Appliances plans for 1941 the most ambitious and aggressive merchandising program yet put into operation. Color pages in dealer and consumer magazines are proclaiming new improvements in the Blackstone Corp. washer.

NEW EXECUTIVES at Landers, Frary & Clark. (Left to right) Arthur E. Allen, Richard L. White and Bret C. Neece.

New Leaders for Landers, Frary & Clark

NEW BRITAIN, CONN.—Arthur E. Allen, former vice president of the Westinghouse Electric and Manufacturing Company, is the new chairman of the board of Landers, Frary & Clark. Richard L. White, treasurer of the Company, was elected president, and Bret C. Neece, vice president and general sales manager, was elected a director.

Mr. Allen is well known for his outstanding service first with Westinghouse Lamp, then with Westinghouse in charge of merchandising. He joined that company in 1902. After service in the World War, he returned to the company in 1919 as assistant sales manager. More important responsibilities and higher offices followed. After retiring from Westinghouse he became a director of Landers, Frary and Clark in 1939 and has since taken an active part in all phases of its operations in a consulting capacity.

Constant association with the appliance industry since 1920, has given Mr. White a broad background of manufacturing, sales and finance. He has been with Landers, Frary & Clark since 1923. During the last twelve years he has served as treasurer of the Company and will retain that office in addition to his new responsibilities.

Known as "Flight Neece" because of his many miles of air travel in his coast to coast pursuit of business, Bret C. Neece in 1938 became vice president and assistant to the late A. G. Kimball in the promotion of all Universal merchandise. His appointment as director gives him an added opportunity to utilize his wide experience in specialty selling.

Hot Springs Calls

The National Electrical Wholesalers Association will hold its thirty-third annual convention at the Homestead, Hot Springs, Virginia, May 18–22, 1941.

While the program has not been announced, it is expected that the first day, Sunday, will be for executive committee meeting. Monday will be taken up with meetings of commodity committees. General sessions begin Tuesday morning.

Hundreds of Vaportight Lighting Combinations

FROM *One* APPLETON UNILET

TYPE "VA" UNILET

Type "VA" Unilet with Clamp or Screw Type Guard — Form 100 or Form 200

Type "VA" Unilet with Standard Dome, Shallow Dome, Angle or Deep Bowl Reflector — Clamp or Screw Type — Pear Shape or Straight Globe — With or without Guard — Form 100 or Form 200

12 Other Types in This Same "V" Series

—All With the Same Amazing Versatility

"V" Series offers an excellent illustration of the completeness — the flexibility — of the Appleton line! Thirteen distinct types, all *vaportight* and heavily cadmium coated, each in three sizes, and each quickly adaptable to clamp or screw-type guards or reflectors in either Form 100 or Form 200 accessories.

And that isn't all! Every "V" Series convertible lighting fixture is furnished with receptacle and with or without lamp grip. All may be ordered with standard clear glass straight globes, or in any of seven colors, including light red, made in accordance with U. S. Government Standards for aviation use. Pear-shape globes are plain or Pyrex and shatterproof globes and Fresnel lenses are available for special installations. See Section 5 of the Appleton catalog binder.

You can supply your customers with the *right* conduit fitting for every job if you sell Appleton products on every order. They're STANDARD FOR BETTER WIRING!

APPLETON ELECTRIC PRODUCTS REG. U.S. PAT. OFF.

The name "Appleton;" the registered trade-mark, "Unilets;" or the famous circle-A Appleton trade-mark shown above, appears on every Appleton fitting. *We manufacture no private brand goods!*

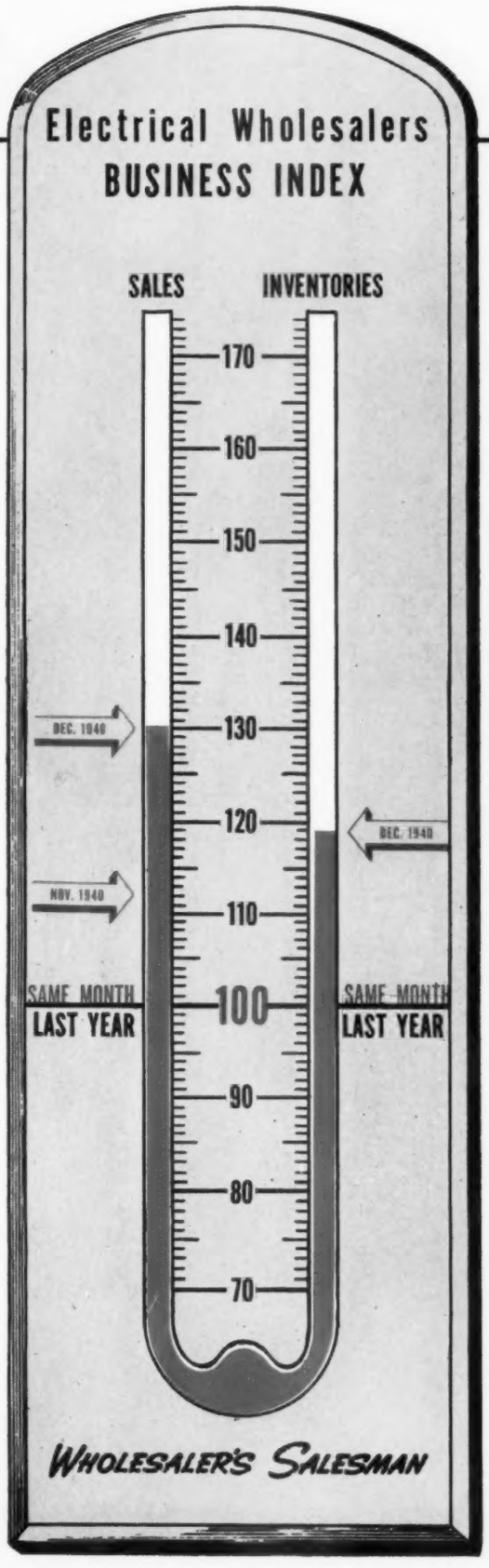
APPLETON ELECTRIC COMPANY
1734 WELLINGTON AVENUE CHICAGO, ILLINOIS

Branch Offices: NEW YORK, 76 Ninth Avenue • DETROIT, 7310 Woodward Avenue • CLEVELAND, Keith Building • SAN FRANCISCO, 655 Minna Street • ST. LOUIS, 420 Frisco Bldg. • LOS ANGELES, 100 North Santa Fe Avenue • ATLANTA, 203 Luckie Street, N. W. MINNEAPOLIS, 305 Fifth Street, S.

Resident Representatives: Baltimore, Birmingham, Boston, Cincinnati, Dallas, Denver, Kansas City, Milwaukee, New Haven, New Orleans, Philadelphia, Pittsburgh, Seattle

APPLETON

Conduit Fittings • Outlet and Switch Boxes • Explosion-Proof Fittings • Reelites



Business Index

For The Month Of December 1940

SALES For December 1940 the 307 electrical wholesalers whose reports were on hand at press time showed increases of 35.8 per cent over the previous month, and 30.8 per cent over the same month 1939.

Indications are that these remarkable increases can be ascribed only partially to the impetus of holiday buying as department store and chain store sales, both excellent barometers, showed no such marked increases for the holiday month.

It must therefore be assumed that defense program activities are having a more definite influence on volume, and that a substantial portion of the increases came through larger sales of wiring materials, lighting and industrial equipment.

INVENTORIES Deductions just made in analyzing December sales performance seem confirmed by reports on inventories. With 264 firms reporting, inventories at the end of December had dropped 12 per cent below their November level, meaning that holiday goods were cleaned out. However they were 19.7 per cent higher than at the end of December 1939, showing that wholesalers are maintaining substantially heavier stocks in order to be able to make promptest possible deliveries.

1940 vs. 1939 With 283 electrical wholesalers supplying comparative figures, dollar volume in 1940 was $235,246,000, or 18.3 per cent higher than the 1939 total of $198,769,000 for the same houses. This means average sales per firm were $831,000 in 1940 against $702,000 for 1939, justifies the conclusion that the majority of firms reporting are large operators.

COLLECTIONS Reports by 292 firms on total accounts receivable of $27,976,000 as of December 1940, showed the collection percentage index for December at 75 as compared with 74 for December 1939 and 69 for November 1940.

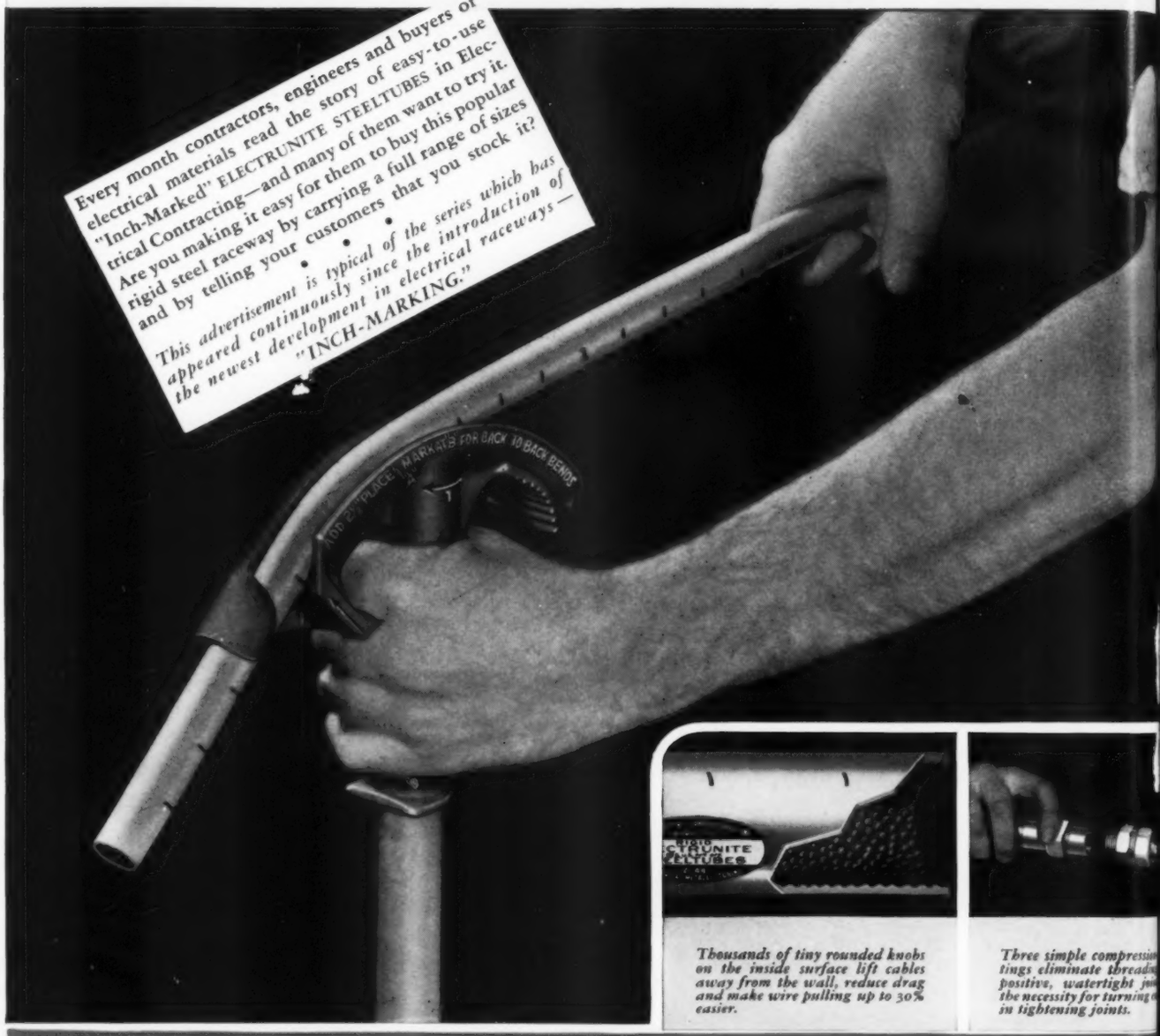
SOURCE These monthly reports covering the business activities of electrical wholesalers throughout the United States are collected and compiled by The Bureau of the Census and the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce, and underwritten in part by WHOLESALER'S SALESMAN—A McGraw-Hill Publication.

The EASIEST-TO-USE rig

Every month contractors, engineers and buyers of electrical materials read the story of easy-to-use "Inch-Marked" ELECTRUNITE STEELTUBES in Electrical Contracting—and many of them want to try it. Are you making it easy for them to buy this popular rigid steel raceway by carrying a full range of sizes and by telling your customers that you stock it?

• • •

This advertisement is typical of the series which has appeared continuously since the introduction of the newest development in electrical raceways—
"INCH-MARKING."



Thousands of tiny rounded knobs on the inside surface lift cables away from the wall, reduce drag and make wire pulling up to 30% easier.

Three simple compressi… tings eliminate thread… positive, watertight j… the necessity for turning … in tightening joints.

...steel raceway in the world-

"INCH-MARKED"

PAT. APPLIED FOR

ELECTRUNITE Steeltubes

S. PAT. OFF.

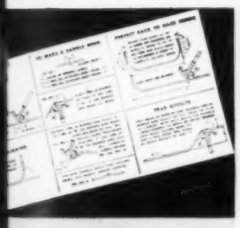
UNDERWRITERS' LABORATORIES, INC. INSPECTED RIGID ELECTRUNITE REG. U.S. PAT. OFF. STEELTUBES 2-48 ELECTRICAL METALLIC TUBING

ELECTRUNITE STEELTUBES always has been easy to use. Its light weight makes it easy to handle. The use of compression-type fittings ends tedious, dirty thread cutting. Its high ductility makes bending by hand an easy matter. And its knurled inside surface reduces wire pulling effort as much as 30%.

Now—with each piece of tubing plainly and *accurately* marked in feet and inches along the entire length—"Inch-Marked" ELECTRUNITE STEELTUBES is the easiest-to-use rigid steel raceway in the world.

Every length actually is a 10-foot rule. You can use the tube itself to measure the distance between two points. In laying out a bend or cut, there's no danger of inaccuracy caused by rule or pencil slipping just as you are about to mark the tube. You can work more accurately with less chance for error and wasted material.

Use "Inch-Marked" ELECTRUNITE STEELTUBES on your next wiring job—exposed, concealed or in concrete—and see for yourself why we say that it is the easiest-to-use rigid steel conduit in the world. Steel and Tubes Division, Republic Steel Corporation, Cleveland, Ohio.



...bending tag attached ...undle of tubing provides ...bending instructions and ...for making various types

With this new ELECTRUNITE Bender you can make any standard type or radius bend with less effort than ever before possible. Simple instructions are built into the bender.

REG. U. S. PAT. OFF. REPUBLIC STEEL

Sold exclusively through ELECTRUNITE Distributors

There's an ELECTRUNITE Distributor in every principal center of distribution. He carries complete stocks of "Inch-Marked" ELECTRUNITE STEELTUBES, fittings and other electrical supplies of highest quality. And he is organized to give you prompt delivery as well as assistance in estimating jobs and keeping them on schedule.

WHOLESALER'S SALESMAN BUSINESS INDEX

IN most of the 22 regions, sales and inventory performance of electrical wholesalers follow the major pattern as reflected in national figures. Nevertheless, the wide gap that appears between December's top and bottom figures indicates that as a whole the nation is far removed from registering a uniform trend.

Thus, for instance, region 18, (Oklahoma) showed only slight gains, region 12 (No. Ill. & Ind.) topped November 1940 by 53.1 per cent but its December 1940 sales barely exceeded December 1939.

In contrast, region 6, composed of Maryland and the District of Columbia, the latter with its huge and ever growing government payroll, not merely topped November 1940 sales by 62.3 per cent but skyrocketed its December 1940 sales to 56.3 per cent above the previous all-time December record of 1939.

Southeastern states, region 8, evidently have struck a gait that makes for new and unprecedented sales records, for December 1940 sales topped December 1939 by 45.3 per cent.

Inventory figures for the year-end invite interesting speculation. New England wholesalers, operating in regions 1 and 2, took a handsome increase in sales strictly in their stride without their inventories reflecting corresponding depletions, while in the adjoining region 3, with sales increases somewhat larger, inventories were pulled down far below 1939 levels. Wholesalers in the highly industrialized region 12 evidently calculated December 1940 business "right on the nose" —sales up 2.2 per cent, inventories exactly equal to December 1939. Take it or leave it.

REGIONAL ANALYSIS

Figures in this table apply to regions as outlined and numbered on map above

SALES December 1940 In % Compared With		Number of Region (See Map)	INVENTORIES December 1940 In % Compared With	
November 1940	December 1939		November 1940	December 1939
130.9	136.0	1	92.1	111.7
135.6	132.8	2	81.5	136.2
138.2	144.2	3	76.7	87.2
128.0	137.4	4	103.7	117.2
134.5	126.5	5	81.1	126.1
162.3	156.3	6	89.5	119.2
131.9	154.0	7	91.8	117.8
149.8	145.3	8	75.5	118.8
150.3	132.7	9	73.0	115.3
135.3	120.0	10	87.8	126.1
130.7	119.3	11	77.2	126.0
153.1	102.2	12	78.6	100.0
106.3	135.0	13	92.4	140.1
121.2	108.9	14	80.8	108.6
119.4	94.3	15	82.2	90.3
119.6	109.0	16	104.1	147.8
119.6	144.1	17	91.4	138.1
102.5	109.8	18	140.6	131.0
130.5	144.3	19	92.5	116.6
126.5	111.6	20	84.8	129.0
141.6	125.3	21	89.3	142.0
157.4	148.3	22	100.4	127.8
135.8	130.8	For U. S. A.	88.0	119.7

Corning Glass presents

A SIX POINT PROGRAM FOR 1941

· · · FEATURING · · ·

- **Selective representation of independent jobbers.**
- **Lines exclusively for independent jobbers.**
- **Cooperation of Corning Field Sales Organization.**
- **Simplicity of presentation.**
- **Nationally advertised product at competitive price.**
- **Shipment from stock.**

NEW JOBBERS WANTED. We want to obtain additional representative independent jobbers during 1941. If you are not already identified with the 6 Point Program, write for further information today. Address Lighting Section, Macbeth-Evans Division, Dept. W-12, Corning Glass Works, Charleroi, Pennsylvania.

CORNING *means* Research in Glass

Corning Lighting Glassware BRAND

By Edwin Laird Cady

Better Selling To Industrial Buyers

ARTICLE 2. How to gain the Superintendent's friendship

THE fellow who actually functions as factory superintendent may be called by many titles. They include maintenance manager, plant engineer, maintenance engineer, or just plain "superintendent."

Whatever he is called, the Super can be a big factor in your sales. In many cases he buys directly. In others he has the same power to specify as the production manager. The electrician will be under him if supervised by any executive. And the Super knows everything that goes on in the plant; he is your best source of leads if you can get under his skin.

The hours at which the Super can best be seen, are an awful pain to the salesman who likes to call only between ten a.m. and four p.m., but are a great help to the boy who likes to stay out on the firing line. For unless the Super has such a big force that he spends his time at a desk, he is best seen at eight a.m. or five p.m., or on holidays, or even Sundays. Building maintenance must be done at hours when production machinery is idle. I once knew a salesman who made a bonus income by calling on Supers from five to eight thirty a.m. and on purchasing agents and engineers from then until noon, and that boy reserved afternoons for baseball games and shows.

Early in the morning, the Super is planning and lining up his day. Late in the afternoon he is relaxing and thinking about the night session or about the next day. At either time he is wide open for a good gag. Save all of your best jokes and wise cracks for the Super. He likes them if you hit him when he has time to listen.

The Super likes demonstrations. He will watch one even when he cannot possibly buy the stuff you show. And demonstrations are seldom wasted on him, for if he likes you he is likely to give you some grade A tips on who in his plant . . . or in some other plant, would like the goods. And he will tell you what condition or need to aim your sales talks at. He even will let you use his name as a recommender to get an interview.

He is the first line of attack for selling portable powered tools to factories. He needs them for drilling everything from concrete and steel to wood, and for an endless variety of minor demolition, installation, repair and assembly work.

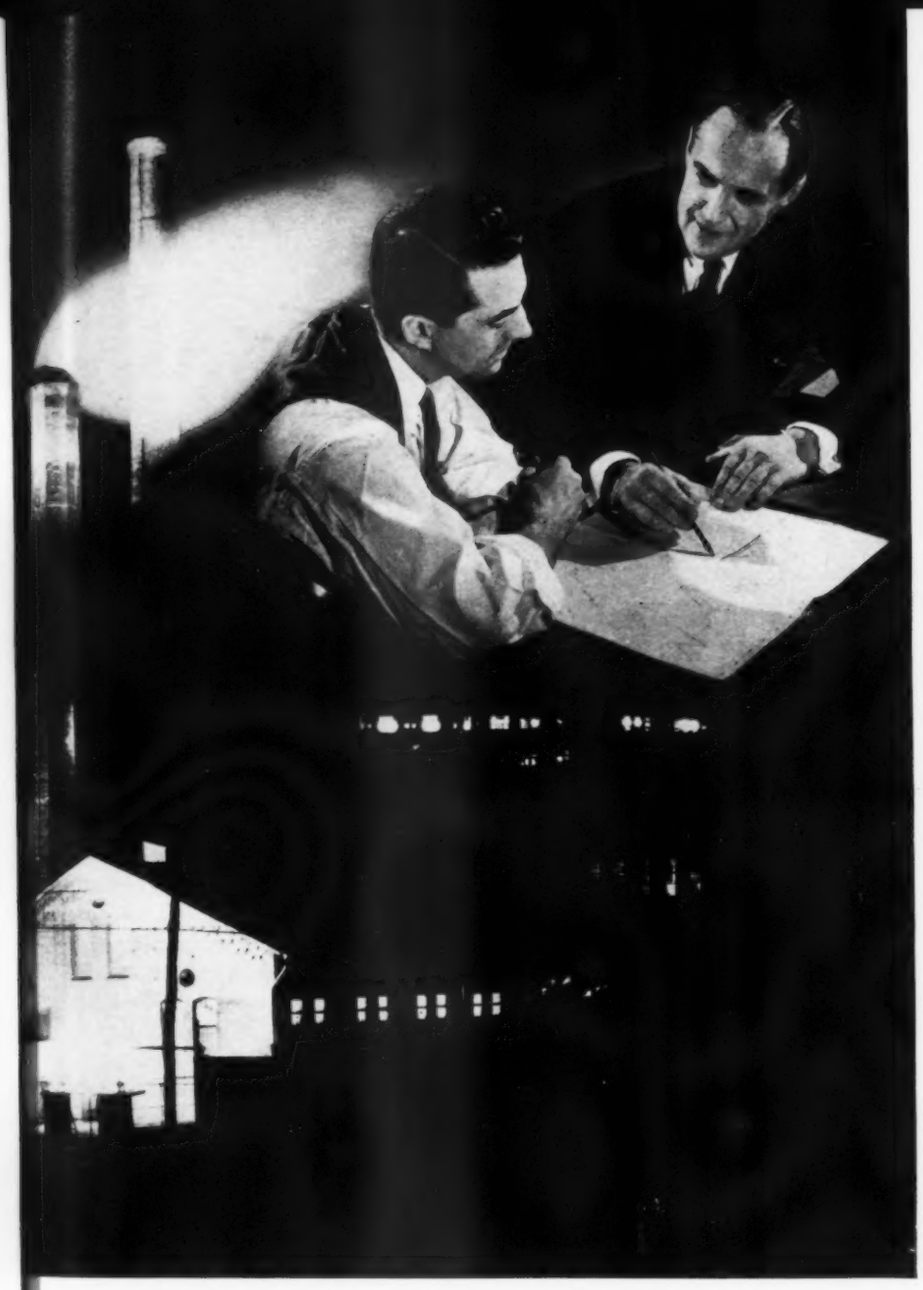
The constant complaint of the Super is that his department is the last one on the budget. This is because building and plant maintenance is "non productive overhead," which means that it makes no products which can be taken to the shipping room and sold.

Any time he can show a direct hook-up between his department and production, the Super finds it easier to get money for equipment. Upon a requisition which can be labelled "to speed up production," the Super will load all sorts of materials which are for maintenance work only.

Production is slowed down if machines go out of service due to maintenance troubles, or if periodic overhauls for service take too long. Demonstrate to the Super better safety switches, fuses, fittings and the like; and handier tools, direct driven ventilating fans; and faster installation or repair devices for the Electrician, always emphasizing the more durable and adaptable products of every line. This because all such things can be ticketed: "Aids to production speed," and as such will be bought more readily.

Make your demonstrations build each other. One salesman calling on a ship yard, found portable powered tool trouble. He demonstrated, first, better but higher priced tools. Then he followed up with heavier cables and connections and the like. Next came the outlet boxes. After that the portable work-lamps and their accessories. Everything he sold the Super was picked up in larger quantities by production men. Over a period of five years that boy has sold this Yard thousands of dollars worth of goods just by starting everything with demonstrations to the Super.

The Super is responsible for large chunks of the plant safety and fire



Behind the smooth operation of an industrial plant is the superintendent. The wholesaler's salesman who wins his confidence has made a powerful friend.

control programs. It is up to him to avoid slippery floors, get rid of noxious or poisonous fumes, prevent accumulations of explosive or "spontaneously combustible" dusts and wastes in hidden corners or pockets, shield all dangerous wires and pipes, and forestall most electrical fires and hazards. Demonstrate equipment which helps with all of this. He is fond of devices which can be locked in safety positions.

Instruments are a big help in demonstrating to the Super. He buys as many instruments as he can get and use, therefore demonstrating with them is directly profitable. He likes to be shown, and to know that he can show others when it comes to pleading for budget money.

If you do not know how to use the instruments . . . and few salesmen really do . . . learn how and then teach your friend, the Super, so that he knows and can tell the story up the line. The same goes for anything you demonstrate.

He is much more likely to sell himself by using something than to be sold by watching you use it. You must never try to bluff him by pretending a skill you do not own, for the Super must be able to tell at a glance how well a workman can "cut it" or he will not last long in his job. As a rule he . . . or the mechanic he will call in . . . likes to show you his superior skill at handling instruments and tools. He is friendly, and if you give him a fair chance he will most likely show you some new quirks which will make you a better salesman to the next Super you meet.

Never lie to the Super. If you do not know the answer to a question, say so. If your goods have a weakness, admit it and tell him how that weakness is to be compensated for. But tell him the truth.

In most plants, the Super is the scapegoat for every production failing that can be loaded upon his innocent shoulders. There is no logical reason for this; nevertheless it is a fact. If he is caught off base with any faulty knowledge or misstatement about what he buys and uses, it is used as grounds for accusing him of all sorts of other mishaps. Put him in position to have that happen as a result of some faulty statement you have made, and he never again will trust you. Protect him at all points at all times, and you have a life-long friend.

Selling yourself to the Super, then, requires willingness to call at odd hours, your best jokes or discussions of the fight last night, ability and wisdom in demonstrations, letting him carry the ball when he knows more than you do, and thorough-going honesty.

One thing more is needed. And that is patience.

The Super is on as sudden calls as is the City fire department. He is likely to sleep with a phone beside his bed so an emergency can get him to the plant at any hour of the night. The appointments he makes with you are subject to upset. He may leave your demonstration six times and then come back to it, or break it off right in the middle.

If you can find out the causes of such small or large emergencies and sell him on equipment which will prevent them, he will appreciate your cooperation.

The Super likes to like people. He hears so many complaints that he appreciates a cheerful salesman. He has no use for any man, salesman or other, who cannot "take it." He likes to be a friend. In fact, if I were a wholesalers salesman and could choose one, and only one, friend in each big plant, that friend nearly always would be the Super. In the long run, he and his department member the electrician can do most for you.

By Ward Warburton

Appliance Selling— Off the Beaten Track

Basic techniques of appliance selling put to work in new places can be made to build wholesale sales

THE wholesaler's salesman who wants to build up his traffic appliance volume will no longer merely follow well-defined paths to the usual outlets, but will deliberately explore the by-ways of business and find new customers for his small appliance lines.

He will soon discover that many retail stores which are already well set up for appliance selling have not yet been shown that this type of merchandise is ideal for stepping up volume and profits. This because during the past few years a much larger consumer demand for electrical appliances has been created than the obvious and logical outlets for such products have attempted to supply.

For instance, adequate wiring promotions, rural electrification and national advertising educational and promotional campaigns have started Mrs. Consumer on the march toward her ideal, an electrified home. Since very few families can afford to buy the entire array at once, and because the smaller items involve less investment, they will start by buying these—generally for cash, and will make major appliances more likely the long-term objective, or purchase them on the installment plan. Furthermore, once the consumer is sold on the electrical idea, there appears to exist comparatively little preference as to where or in what kind of a store the articles are to be purchased.

Therefore, the wholesaler's salesman can step into this profitable picture by selling his lines to a selected type of non-electrical retail outlets which are nevertheless suited to the job of moving appliances into the homes of ultimate users. And right there lies the test of how good he is.

First he must continue wearing even deeper the already much worn paths leading to buyers' desks in electrical, department, chain-drug, hardware and furniture stores, for there a large percentage of the public expects to find and buy electrical appliances. Then, without sacrificing any of his regular outlets, he must use a little constructive imagination in locating new outlets through which to get some of that plus business that is constantly being made available.

In every territory, there are attractive, well patronized retail stores of various kinds which never have carried small appliances. When such a store is spotted, the first approach must be to sell the proprietor on the fact that certain types of appliances would fit in nicely with the merchandise he now features, and that by handling them he can build extra volume with little or no additional overhead.

Often there are electrical items which already associate themselves in the customer's mind with those a store now displays.

For instance, toasters can't be used without bread, so why wouldn't a well-located retail bakery be a good outlet for toasters and allied appliances such as waffle irons? Unusual, yes, but to a baker accustomed to a unit sale which averages much less than a dollar, and a comparatively small profit margin, the potential profit in a toaster or waffle iron would look mighty attractive. By the very nature of his business, he has plenty of traffic in his store, and closer-than-usual relations with his customers, so that they will readily accept his recommendations.

A gift shop, book, picture-frame or art store generally enjoys a clientele that shops in more or less leisurely fashion. Their visitors are in a mood to *look*. Good displays, combined with salesmanship which is keyed to take advantage of the customer's mood by adequate and intelligent demonstration, makes such stores prospects that the alert wholesaler's salesman can build into valuable appliance outlets.

You may say that the proprietor of the independent corner drug store would throw up his hands at the very thought of handling quality appliances in competition with the cheap lines sold at the chain drug stores. He won't have much ground to stand on when it is pointed out that the clientele which enables him to stay in business as a druggist in competition with chains despite his higher prices, also will buy the type of appliances he displays because it trusts him and buys quality goods.

And what about showing the owners of those well established, generally well located independent jewelry stores how to cash in more effectively when they need only to follow the lead of their chain competitors.

Among the most efficient merchandisers of small appliances are credit or chain jewelry stores. In these, china and silverware long have been staples, so that electrical home appliances serve to round out their line.

Experts in display and sales technique, they brought to appliance selling one of its prime essentials—aggressive selling. Their smooth-running "budget systems" have been designed to reduce sales resistance to a minimum. Many of them carry their own "paper" and make no financing charge. They have developed their selection of credit risks to the point where losses from bad accounts are practically nil.

Building their stocks from the smaller items such as electric toasters and irons, some jewelers have become quantity sellers of roasters and vacuum cleaners. Usually they feature nationally known products and sell at advertised prices.

By going in for "home" appliances in a big way some tire stores have extended their market from the garage into the house. The manager of one Florida store reports that his shop now carries over fifty small electrical items. These range from waffle bakers to mixers, and sales-totals account for 8 per cent to 10 per cent of total volume, exclusive of tires and batteries.

Given other factors favorable to good demonstration and display, profitable merchandising of "traffic" appliances is in no way dependent on installment selling. Stores which cater to a "cash and carry" clientele in many cases do as well on electrical items as do the credit houses.

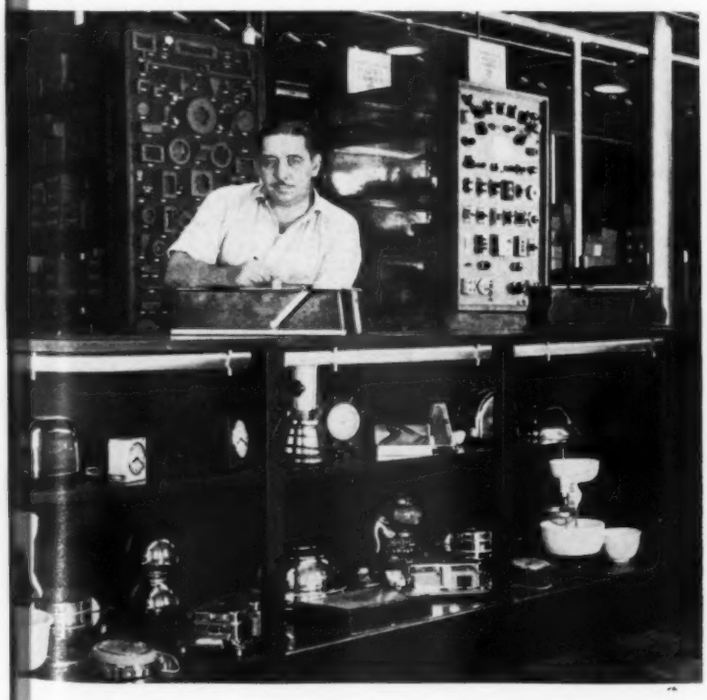
For instance one of south Florida's largest retail appliance outlets is a locally owned "drug-department store." It has no provision for "accounts." All of its business goes through its cash registers. Having mid-block entrances on parallel streets, the store's main aisle carries a constant flow of traffic from early morning to late evening. On week-ends, extra store traffic is attracted by advertised "specials," such as home remedies, cosmetics and soaps, while in its "household" appliance department, the firm plans for capitalizing on the extra influx of buyers by spotting eye-gripping displays at peak points.

The wholesaler's salesman on the lookout for out-of-the-ordinary appliance outlets should keep in mind the fact that the prospective dealer must supply one or more of the elements necessary to the satisfactory merchandising of the items involved, plus a type of clientele that is interested in buying things for the home.

It may be that there is a logical tie-up between the store's line and the product, as in the case of the bakery. Perhaps the tempo at which selling is done makes it possible to give an unusually complete demonstration such as is possible in a gift shop or picture frame store. Or unusually close association with its clientele, as in the case of the drug store, may be the answer to building appliance sales. With the credit jewelry store, aggressive selling, and the advantage of being able to lower sales resistance through a well worked out credit plan, make possible the large volume of appliance business they do. Then again it may be the fact that very often car owners are home buyers that makes many tire stores also good appliance outlets.

Whatever the reason, in each particular case one or more of the essentials of appliance selling are usually there—*aggressive salesmanship, display, demonstration, consumer traffic*. The higher the percentage of these essentials that exists, the better the outlet usually is.

Building more successful dealers makes a good wholesaler's salesman more successful, and if he acquires real skill in picking and developing dealers, his own profit from appliances sales will grow steadily.



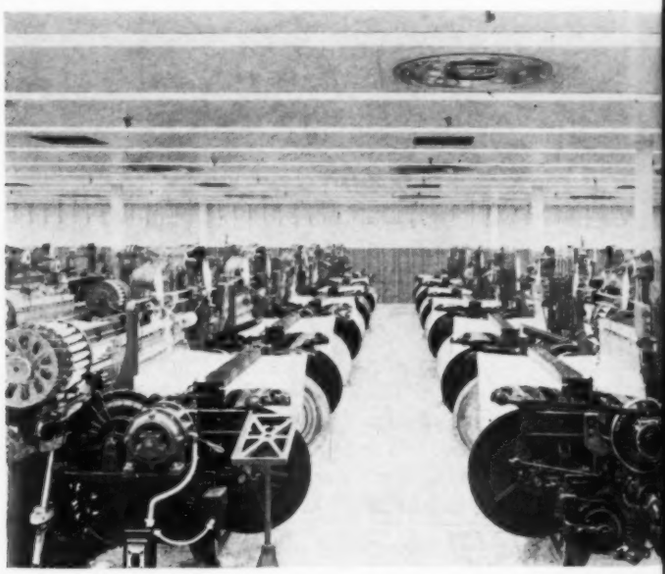
LEFT—Electrical dealers can't miss this display of small appliance items at the city service counter of Graybar's Miami branch. At counter, C. G. Liebler, salesman. BELOW—Appliances displayed shoulder to shoulder with automobile supplies, are recognized as a major department of this store.

The CAMERA CLICKS

ON LIGHTING SALES TO SPEED DEFENSE WORK

WITH still faster production the prime requisite of our defense program, individual factories are eager for practical methods to increase output, reduce errors. Adequate lighting helps assure plant efficiency, so look for poor industrial lighting, prove it with the light meter, use such material as these case examples to show how others are employing better lighting for better production.

Fluorescents help speed plane production in a Buffalo aircraft plant. With new units in this shop, illumination was increased from 17 to 42 footcandles. Drafting rooms and offices also are fluorescent lighted. (HYGRADE SYLVANIA photo)



Textile plants have a job in national defense, too. Windowless, air conditioned, weave room is illuminated by continuous rows of trough type fluorescent lighting. Spacings between rows, 5' 4". Illumination, 60 footcandles. (MILLER photo)

Tailor the lighting to the job to be done. In this high ceilinged shop, 400 watt mercurys, in deep bay type reflectors, deliver 45 footcandles at working surface. Mounting height—22', spacing—14' 4" x 13' 8". (HOLOPHANE photo)

Although this midwestern plant gets considerable natural light, fluorescents assure fine, even illumination the year-around, enable the boys on the night shift to hit just about same efficiency as those working days. (GUTH photo)

Fluorescents are used in high ceilinged room which houses sheet metal department of an Eastern manufacturing concern. High levels of illumination are attained, enables work to be done faster, more accurately. (GUTH photo)

The rush of industrial production also concerns the people who work in offices. They must also go at a faster pace and here they are aided by fluorescent units using daylight lamps. Wattage in room, 7040. (CURTIS photo)

Some wholesaler's salesman landed a nice order for illuminating this department of a firm that makes precision instruments for planes. Sixteen fluorescents for general lighting and 20 flexible armed localized units do a fine job. (FOSTORIA photo)

Intense illumination helps assure absolute accuracy in a final-assembly and inspection department. General lighting provided by 500-watt lamps in glassteel diffusers, supplemented by fluorescents. Average of 90 footcandles. (BENJAMIN photo)

Machine shop of engine factory is lighted by 450-48" fluorescent fixtures on 10' x 12' spacing, mounted 11', 6" above floor. Employees say glare and shadows have been reduced materially. Average of 20 footcandles. (HYGRADE SYLVANIA photo)

RLM reflectors, each using two 40 watt fluorescents, are run end to end in continuous rows which are on 10' 8" centers, at height of 10' above floor. Illumination, 50 foot candles with white lamps. (GENERAL ELECTRIC photo)

By George E. Doying, Jr.

Defense Brings Opportunity and Responsibility

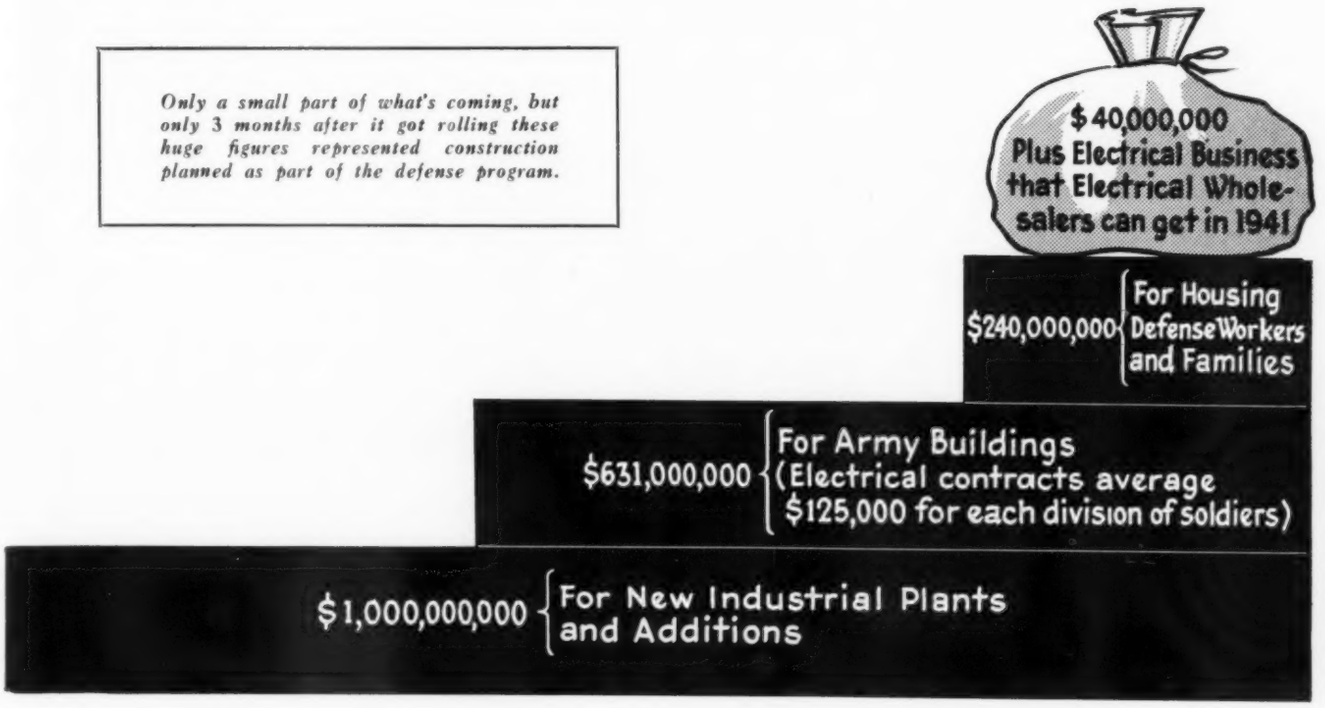
Wholesalers must gear up to meet flow of plus business generated as part of National defense program

THERE is a $40,000,000 order for the electrical wholesaling industry wrapped up in national defense construction—factories, homes and army camps—already on the books for building in the next 18 months. Furthermore, the new Congress is certain to authorize further expansion, mostly pyramided on top of present schedules.

This $40,000,000 includes only the items which usually flow through electrical wholesalers—wiring, fixtures, normal industrial installations. Not included in that figure are custom-built orders for heavy electrical machinery. Not included, either, are the wholesalers' normal markets for industrial equipment, wiring supplies, lighting and appliances, which naturally will grow this year far beyond present levels as the defense dollars sift down into the regular economy.

Construction of many such recruit receiving camps as this one at Fort Dix, requires much conduit, wire, cable, switches, wiring devices, tape protective equipment, lighting, fittings. Photo by Signal Corps U.S.A.

Only a small part of what's coming, but only 3 months after it got rolling these huge figures represented construction planned as part of the defense program.


$40,000,000
Plus Electrical Business that Electrical Wholesalers can get in 1941
$240,000,000 For Housing Defense Workers and Families
$631,000,000 For Army Buildings (Electrical contracts average $125,000 for each division of soldiers)
$1,000,000,000 For New Industrial Plants and Additions

The figure of $40,000,000, then, can fairly be termed the best aggregate estimate of the impact of "building for defense" upon electrical wholesalers and contractors. It represents directly generated new business.

All this is not intended to portray a "get-rich-quick" Utopia. Problems and added responsibilities will multiply with increased gross as this volume comes pouring in. First, let's take a look at this defense market and its demands upon electrical wholesalers; then attempt to assay some of the problems that will go with it.

Housing for Trainees

Largest single classification of construction already under way is building shelters for trainees, at a cost of $631,000,000. The electrical subcontract for this work runs around $125,000 for each division of soldiers, with at least 30 such units under construction or planned. Some of these are permanent tent camps, others frame barracks—but the electrical job in each instance is about the same; wiring of each unit for the simplest kind of lighting fixtures plus some small power equipment. Smaller in size, but similar in material requirements, are the Army's reception centers for new recruits. Electrical installations run around $65,000 for each of at least 13 centers.

A similar market is open for electrical wholesalers and contractors in the $240,000,000 defense housing program. Take a typical one of the 65,000 to 70,000 housing units to be built at Army camps for petty officers' and civilian employees' families, at Navy shipyards, and near industrial plants for defense workers.

As a case in point, the Fort Knox housing project will provide 700 homes, in multiple row buildings of two-story, four and eight units. Outside electrical overhead distribution lines and street lights will cost $35 per unit (at projects where underground lines are required this figure will be doubled).

The buildings will be connected at a multiple meter box for four families. Inside wiring leads from the meter to an individual load center for every family. Electrical equipment in each family unit, in addition to the usual switches, sockets, receptacles and lighting equipment, includes a 1/6 hp. motor with a two-speed manual-operated switch to run the blower-type coal furnace.

This material, of course, is for only one project. Wiring blueprints will vary, mostly with the locality and floor plan, but essentially it will include only the minimum outlets required, with the least frills. Nevertheless the total cost of electrical work for this housing program, even confined to these minimums, will exceed $3,000,000. And this policy is not without its benefits. In itself, it will breed sales for wholesalers through retail channels. A living room, for instance, with no installed general lighting except for a ceiling fixture at entrance, means portable lamp sales. In addition, retailers will get plenty of appliance business in this market provided they go out and get it.

Central Purchasing

In connection with such projects the Federal Works Agency has initiated a special central purchasing program for a number of larger appliances which are installed in the completed homes—including refrigerators, ranges and water heaters. Bids have been obtained on orders in 1000-unit lots, and in 10,000-unit lots, with delivery on a pre-determined rate directly to the project contractors. Probably 50,000 electric refrigerators will be bought

this way, but comparatively few electric ranges and water heaters. Wholesalers naturally may bid for these orders and detailed information is available from the Procurement Division of the Treasury.

The plan has proved sufficiently successful, so that smaller items, standard to all dwellings eventually may be handled the same way. Furthermore there has been talk of arranging with manufacturers for a single package containing all the items needed to wire a single dwelling unit, (including fuse box, switches, fixtures, etc.) cut to size and delivered directly to the project for installation but that idea has been dropped, at least temporarily.

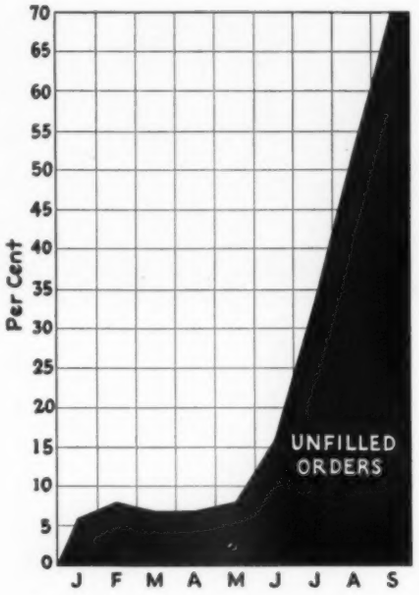
Housing, either in camps or low-cost homes, is not the only defense market for electrical contractors and wholesalers. There is $520,000,000 being spent for construction of "productive facilities"—airplane and engine factories, armor, tanks, munitions, factories, shipways and shipyards—all on government order. It is estimated that another half-billion is going into plant expansion for private concerns handling defense orders. Electric specifications for this work obviously are too varied for illustration, but millions of dollars worth of electrical goods of all sorts will be needed. Another $337,000,000 worth of air base construction can be added on the same basis.

This rough-figure survey of defense building, at first glance, might seem to put wholesalers in the position of selling in a seller's market, with little to do but wait for orders to roll in and then fill them. It's not so simple!

In the first place, wholesalers will find that they are going to be buying in a seller's market, as well as selling in one. This will mean tightrope walking to keep a steady flow of goods coming in to match the outgo demand. For a while yet, perhaps, it will be relatively easy for wholesalers to gauge their orders in advance of required delivery, so long as the program is in the construction stage. But it isn't safe, nor in the long run good business, to skimp by on a hand-to-mouth operation.

All defense construction is on a "rush order" basis. The changing picture in preparedness-needs is constantly resulting in more or less minor changes in original specifications, and in additions to them. These changes and increases will have to be filled, for the most part, out of stock in a hurry.

Another point: More and more, electrical wholesalers are becoming the stockrooms for industrial customers. This will become more pronounced as the rearming program swings into full stride—but only where wholesalers demonstrate the ability to fulfill that function.



Per cent increases in value of unfilled orders for electrical machinery (all goods) as compared with December, 1939. (Source: Statistical Research Section, U. S. Dept. of Commerce.)

Fundamentally, this means two things as viewed in Washington. First, an increased inventory, particularly of maintenance items standard to customers' installations, plus arrangements with manufacturing suppliers for an uninterrupted source of replenishment with deliveries scheduled far enough in advance of need to avoid crippling stockroom operations with unexpected delays.

Second, it is recommended that wholesalers take stock of their own business, analyzing it with the view to streamlining service to the bulk of their customers with large and steady demand even at the expense of a few virtual over-the-counter or "hard-to-sell" outlets; but more of this in a minute.

Increased inventory will become a necessity, if it has not already. By this, it is not meant that wholesalers should speculate on rising prices by stocking up out of all proportion to needs. What is meant is simply that stock room demands must be anticipated farther in advance, in line with certain increased and hurry-up orders. Latest figures of the Department of Commerce indicate that manufacturers' new orders and unfilled orders are skyrocketing, while wholesaler's inventories are below the pace of the 1936–37 "boomlet."

Obviously the wholesaler who is going to be able to meet heavier demands upon his stockrooms is the one who gets ahead of the manufacturer's backlog in gearing his own supply orders for stock.

What has been said here has been directed primarily at the impact defense business will bring directly to wholesalers. These same considerations are no less important in programming for non-defense home and factory construction and for sales through retail outlets—particularly appliances.

In the period ahead, retailers are going to look to wholesalers to have ample stocks on hand from which they will be able to draw in a hurry for inevitably expanding consumer demand as the defense program puts dollars into workers' pockets to swell purchasing power. As wholesalers are becoming stockrooms for industry, so is the tendency developing for them to be warehouses for retailers.

One last word! The ruling policy of the defense program to date is to superimpose preparedness business upon the country's normal productivity—that is, to avoid interrupting the flow of goods for peacetime purposes. This can be accomplished only by avoiding speculation and run away upward price spiraling. Wholesalers are being counted upon in Washington to arrange their buying program so that it grooves into the production schedules without disrupting them. Washington also counts upon distributors to resist all unjustified price increases, not only to keep defense costs from getting out of line, but also to spread the benefits of increased income in consumer goods channels and build up normal markets which will continue after the preparedness "hump" ends.

Army Camps For PLUS Sales

THESE new training centers, each eventually with 2,500 or more population, create new electrical business while building and after the soldiers move in. We are indebted to Advertising & Selling and Outdoor Advertising Incorporated for permission to reprint this map and data.

Name of Installation	Nearest Town	Proposed Military Capacity (by June 1, 1941)
ALABAMA		
1. Maxwell Field	Montgomery	5,000
2. Fort McClellan	Anniston	20,000
ARIZONA		
3. Air Corps Station	Tucson	3,500
4. Fort Huachuca	Bisbee	5,000
ARKANSAS		
5. Camp Jos. T. Robinson	Little Rock	25,000
CALIFORNIA		
6. Fort MacArthur	San Pedro	3,000
7. Hamilton Field	San Rafael	2,000
8. Harbor Defenses	San Francisco	9,700
9. Harbor Defenses	San Diego	10,500
10. March Field	Riverside	10,000
11. Nacimiento Replacement Center	Nacimiento	22,600
12. Camp San Luis Obispo	San Luis Obispo	20,000
13. Fort Ord	Monterey	25,000
COLORADO		
14. Lowry Field	Denver	7,000
FLORIDA		
15. Fort Barrancas	Pensacola	3,300
16. MacDill Field	Tampa	6,000
17. Camp Blanding	Starke	50,000
GEORGIA		
18. Camp Gen. Robert Toombs	Toccs	3,000
19. Fort Oglethorpe	Rossville	4,000
20. Fort McPherson	Atlanta	3,000
21. Camp Steward	Hinesville	13,700
22. Camp Macon	Macon	16,500
23. Fort Benning	Columbus	50,000
ILLINOIS		
24. Scott Field	Belleville	9,500
25. Fort Sheridan	Highland Park	9,500
26. Camp Grant	Rockford	10,000
27. Chanute Field	Rantoul	16,000
INDIANA		
28. Fort Benjamin Harrison	Lawrence	5,000
KANSAS		
29. Fort Riley	Junction City	20,000
KENTUCKY		
30. Bowman Field	Louisville	2,500
31. Fort Knox	Elizabethtown	26,000
LOUISIANA		
32. Barksdale Field	Shreveport	4,000
33. Camp Beauregard	Alexandria	15,000
34. Camp Claiborne	Alexandria	28,000
35. Camp Livingston	Alexandria	30,000
MAINE		
36. Camp Keyes	Augusta	2,500
MARYLAND		
37. Camp Albert C. Ritchie	Hagerstown	3,000
38. Edgewood Arsenal	Edgewood	5,000
39. Holabird Quartermaster Depot	Baltimore	5,500
40. Fort G. G. Meade	Laurel	25,000
MASSACHUSETTS		
41. Westover Field	Chicopee	2,700
42. Fort Devens	Ayer	23,900
43. Camp Edwards	Falmouth	30,000
MICHIGAN		
44. Fort Custer	Battle Creek	22,000
MINNESOTA		
45. Fort Snelling	St. Paul	3,000

Name of Installation	Nearest Town	Proposed Military Capacity (by June 1, 1941)
MISSISSIPPI		
46. Camp Shelby	Hattiesburg	32,000
MISSOURI		
47. VII Corps Area Training Center	Newberg	35,000
NEW JERSEY		
48. Camp Moore	Asbury Park	2,500
49. Fort Hancock	Highlands	8,000
50. Fort Monmouth	Red Bank	10,000
51. Fort Dix	Wrightstown	40,000
NEW MEXICO		
52. Air Corps Station	Albuquerque	4,000
NEW YORK		
53. Ft. Wadsworth	St. George, Staten Island	2,700
54. Fort Slocum	New Rochelle	4,000
55. Plattsburg Barracks	Plattsburg	2,500
56. Mitchel Field	Hempstead, L. I.	7,000
57. Camp Upton	Yaphank	8,000
58. Pine Camp	Carthage	15,000
NORTH CAROLINA		
59. Anti Aircraft Firing Center	Wilmington	20,000
60. Fort Bragg	Fayetteville	55,000
OHIO		
61. Camp Perry	Port Clinton	10,000
OKLAHOMA		
62. Fort Sill	Lawton	40,000
PENNSYLVANIA		
63. Indiantown Gap Military Reservation	Indiantown	21,200
RHODE ISLAND		
64. Fort Adams	Newport	3,000
SOUTH CAROLINA		
65. Fort Moultrie	Charleston	3,000
66. Fort Jackson	Columbia	40,000
TENNESSEE		
67. Camp Pesy	Tullahoma	25,000
TEXAS		
68. Randolph Field	San Antonio	3,700
69. Kelly Field	San Antonio	5,500
70. Fort Crockett	Galveston	11,400
71. Camp Hulen	Palacios	16,000
72. Camp Wolters	Mineral Wells	18,300
73. Fort Sam Houston	San Antonio	20,000
74. Fort Bliss	El Paso	23,000
75. Camp Bowie	Brownwood	30,000
VERMONT		
76. Fort Ethan Allen	Essex Junction	3,000
VIRGINIA		
77. Camp Pendleton	Virginia Beach	3,500
78. Langley Field	Hampton	7,000
79. Fort Monroe	Phoebus	7,100
80. Fort Story	Norfolk	10,200
81. Fort Eustis	Lee Hall	16,100
82. Fort Belvoir	Alexandria	18,000
83. Camp Robert E. Lee	Petersburg	24,000
WASHINGTON		
84. McChord Field	Tacoma	3,500
85. Fort Lewis	Tacoma	40,000
WYOMING		
86. Fort Francis E. Warren	Cheyenne	10,000

By F. N. Ashford

Here Comes Bigger Radio Dollar Volume!

A radio receiver, phonograph, home recorder and public address system—all in one—brings new life, bigger profits to radio

COMBINATION radio receivers, with home recording and public address features, are adding dollar volume and net profits to radio merchandising. Our experience tells that story. We started out with the new sets on September 1. By October 15 we had increased our dealer coverage 300 per cent, and made numerous new connections that we had hardly hoped to "break" ever. Furthermore every dealer has re-ordered, some several times, within six weeks.

So we are all excited about radio. These new receivers enable us to offer something more—so very much more that people in large numbers are again willing to spend from $75 to $165 for a radio—yes, even to the extent of seeking no trade-in, keeping the old console as a spare.

What is so different about this set from the ordinary radio or even the combination set? What is it that makes people want it regardless of price or hard-driving trade-in deals? I will briefly enumerate the points. Here's what the customer gets—

1) A fine toned radio with three bands — foreign, police and regular.
2) A good phonograph set.
3) An excellent public address system, with microphone included as part of the set.
4) A set that will receive a speech or other radio program and simultaneously record on a disk such parts of it as he wishes to keep for all time.
5) A set on which he may play an orchestral record and through the mike may harmonize or sing with it. Many are keen about this feature. It may be so adjusted that the voice is amplified and the music faded or vice versa.
6) A set on which voices and conversations of all the family may be recorded, an aid to better enunciation, practice in public speaking, learning lessons, and so forth.

Here, then, is something radically different—so many-featured and so interesting that it makes everybody a prospect. How much?

The list prices on the line we distribute are $73.95 for the table model; $126.00 for the lowest priced console; $166.00 for the highest priced console. Contrast these prices with present list prices for straight radios—$11.95 up to $44.95 for table models; $44.95 to $74.95 for consoles; $86.95 to $126.95 for combinations without the recording and public address features.

Trying this set out on the dealer, his first reaction is cold. "No call for

it," he explains, which is natural because it is so new. Perhaps he harks back to years ago when he says he tried out the early attempts at recording sets, which gave poor results and cost four or five hundred dollars. Besides, he has had so-called revolutionary ideas put up to him before, has heard everything that can be produced in tone, seen everything that can be produced in wood. Advertising campaigns and dealer helps are old stories, about which it has been hard lately to get

more than a mild reaction.

That is the time to get to work with the table model, which goes with me on every sales call.

Something happens that I say has not happened since the advent of the dynamic speaker. The dealer is all interest. He wants to get hold of the thing and work it himself. He makes records of his own voice, he hums along with the musical records, he marvels at the loud speaker, and listens to radio programs coming in, records portions and then listens back over the phonograph.

Almost the next thing he wishes to do is to try out the routine himself on a store customer. It is then order time as far as I am concerned. This is quite a change from walking in on him with just another model of radio, just another price, just another talk on tone and reception.

Different people react to different features, naturally. With just a little uncertainty, I tried it out the first time on two radio service men who specialize in public address systems. Would these men who handle the big stuff be interested in this home loud speaker?

I saw them just before closing time. After they had worked all day with public address systems, I was dumb-founded to find that this was the one feature that interested them. They sang into it, talked, told stories, criticized each other's enunciation, made excellent recordings, something new to them and the quality of which amazed them. In short, they had the time of their lives and kept me there far into the evening. Talk about staying close to your own business. These fellows did. The only mystery about it to them was how so much could be given for the money.

That fact surprised these two service men. They couldn't understand how a combination public address system, radio receiver, phonograph and home recorder could do such a good job, and still be priced in line with machines not nearly so versatile.

Another factor not to be lost sight of is the fact that the phonograph record blanks, as well as regular records, offer a considerable volume of plus sales for wholesaler and dealer. It is nice for the dealer to have a radio set customer keep dropping in again and again to purchase these disks as well as needles. It maintains contact and keeps the cash register ringing.

I am no ideologist, but I am inclined to believe this radio and phonograph combination, with home recording and public address features all in one, is going to bring about something of a "new economic order" for the wholesaler and dealer. It is already beginning to solve the trade-in problem. It is increasing the retailer's unit sale, and what is more important, his profit per sale. It is opening up a whole new field of cash customers.

Above all, it is so different and so wanted that by using it as a leader, the dealer can get away from that besetting evil of the present radio situation, wherein the cry of the customer is for something cheaper and always cheaper, until all profit and pleasure has been going out of the business. There has been a noticeable trend of late toward the ordinary combination set as representing something different and giving a greater degree of satisfaction than straight radio. This new set, with the four great features in one, is going to crystallize that trend and incidentally bring back bigger dollar volume, for wholesaler and dealer alike.

1. ***The author, F. N. Ashford, heads up major appliance sales for North Coast Electric Co., Portland, Oregon.***

2. ***"Then the dealer becomes interested and wants to work it himself. I stand by and watch something that has not happened since the advent of the dynamic speaker."***

3. ***"A feature that impresses the dealer is that children's voices can be recorded. That is something that goes over big with parents and makes sales easier."***

Fluorescent at its finest—

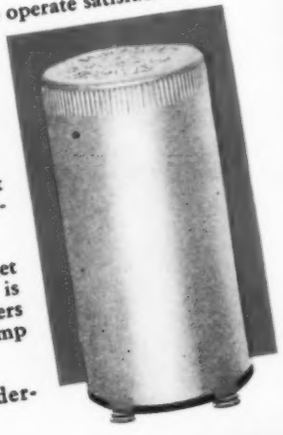
HERE'S HOW TO *DOUBLE*

Cash in on the tremendous profit

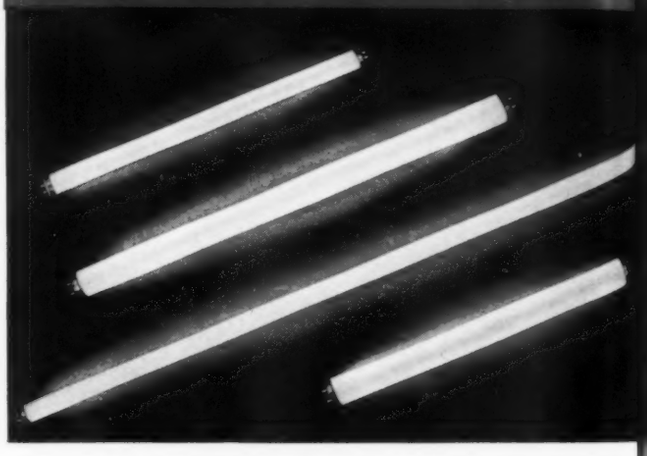
NEW MIRASTAT STARTERS SENSATIONAL!

Only Mirastat starters offer this combination of advantages:

1. Heating of electrodes begins immediately when the switch connecting lamp to line is closed.
2. Adequate preheating of electrodes insured before contacts open to light lamp. Flashing or "fluttering" of lamps on starting is therefore eliminated and maximum lamp life assured.
3. Separate contact provided for restarting insures positive restarting action when the lamp is momentarily turned off.
4. Rigid mounting of all elements—no glass parts used—sturdy construction. No loss of adjustment from shocks received in shipment.
5. Practical design assures trouble-free operation over wide range of voltage conditions.
6. Compensated for temperature to operate satisfactorily over a wide range of temperature conditions.
7. Circuit includes condenser designed to minimize radio interference.
8. Operates with fluorescent lamps on either direct or alternating current.
9. Uses same type of starter socket as glow relay starter, and is inter-changeable with starters of this type in fluorescent lamp circuits.
10. Approved by the Underwriters' Laboratories.



HERE'S UNSURPASSED FLUORESCENT LAMP QUALITY



Superior Coating, made by a special Hygrade proc and protected by exclusive Hygrade patents, makes Hygr Fluorescent Lamps tremendously efficient and economic

Finer-Grained Coating makes Hygrade Fluores Lamps *more even in texture, more pleasing in appeara* More efficiency, less eye-strain and fatigue and fewer accide result from the higher levels of illumination they provi

Standardized Colors are assured in Hygrade Fluo cent Lamps by Hygrade's rigid quality-control system. can place re-orders with assurance that colors will match

Superior Performance is the sum total of these f features of Hygrade Fluorescent Lamps—performance *customer* can DEPEND ON and *you* can BUILD MO BUSINESS AND PROFITS ON!

FLUORESCENT LAMPS **Hygr**

Comple

COPR. 1941, HYGRADE SYLVANIA CORP., EST. 1901. MAKERS OF HYGRADE

Washington STRAWS

By "The Man with the Panama Hat"

PEACE BUSINESS While the various government agencies and bureaus naturally are being geared closely into the demands of the National Defense program, none are apparently neglecting the current needs of peace-time business. Business men could well afford to follow a similar policy. After all, we are not going to be building planes and tanks and ships and war materials forever, and normal times will come again.

SUB-CONTRACTING Rapidly approaching completion is a set-up that will serve to comb the country for idle machine shops, machine tools, skilled operators. Not even the machine tool equipment and man power of a well equipped garage is likely to escape. It is intended that even the smallest shop shall grind out parts or small units under sub-contracts, as that will help toward speedier completion of important large units.

STAGGERS When you read about jacking up our national debt to $60 Billion, don't let it worry you greatly. Even when it hits that figure it will be only $462 for each of our 130,000,000 inhabitants, and that's less than half the per capita debt under which people of the British Isles were living and thriving quite comfortably—thank you—until this war started.

O. P. M. Since the President issued his famous order setting up the Office for Production Management there has been a lot of re-shuffling, out of which is emerging what probably will become the most efficient and effective organization that ever functioned as a government agency. Knudsen knows how to get things done and Hillman hits hard, while the Nelson-Biggers-Stettinius team which heads up the three "P" divisions —purchases, production, priorities—respectively can be depended upon to get action—FAST. The Defense Program is going into high gear.

FIRST HAND Fresh from highest authority, the government's Bureau of Agricultural Economics, comes the prediction that the 1941 brand of the nation's prosperity will surpass all previous records, will top even 1929—the peak boom year that brought the "Roaring Twenties" to a dramatic but disastrous close. Scurry along and get your share—while the getting is good.

FOR THE RECORD In the period July 1, 1940-January 15, 1941 defense contracts were awarded to the tune of $11,315,856,533, says the Office of Government Reports. Copies of report listing the name and location of individual contracts can be had upon request. They are issued semi-monthly.

REA You ought to see the fancy new building that the Rural Electrification Administration now occupies. For the first time in four years the whole outfit finds itself under one roof, after having had operating departments scattered in various buildings all over town.

PRIORITIES We have had "voluntary" preference ratings in some lines for some months, but with the new Priorities Board now in the saddle priorities under rules with teeth in them are just around the corner. Copper, brass, zinc, aluminum, all non-ferrous metals, will probably be first to be put on a non-voluntary priority basis. You can also look for tightening up on the free buying of many things that appear only remotely related to defense production. While the government appears sincere in its determination to complete the defense program without seriously interfering with peace-time trade, it's better to figure that for some time to come guns will come first. Normal and non-defense requirements will have access to raw materials and manufacturing facilities only after the mammoth maw of defense production has been satisfied.

FREEDOM After a lot of talk and some horse-play, Congress is going to pass that "lend-lease" bill "substantially as specified", and put the fate of our country and its 130 million people in the hands of the President —lock, stock and barrel. Then you can look for increasing restrictions on many activities—business and personal—because, while we may not be actually at war, we will be living under war-time conditions with the rights and freedom of the individual submerged in the stream of a controlled economy. Then all of us will be "soldiers" in the army of defense and the first rule will be to follow orders.

WRITE if you want specific information on some matter handled in Washington. Address your letter to: Washington Straws, c/o WHOLESALER'S SALESMAN, 330 West 42nd St., New York, N. Y.

MEN *you should know*

H. J. PRIVAT of Chicago

Gets out of his office, away from his desk, on the firing line, and does a real selling job

HERE'S a salesmanager who spends most of his time away from his desk! He believes in working with salesmen in the field and in helping customers with their problems, because he thinks that when service is the keynote the salesmanager, too, must be on the firing line.

Such is H. J. Privat, sales manager of the Metropolitan Electrical Supply Co., of Chicago, and these theories put into practice have brought eleven successful years to Metropolitan, that being the period during which he has guided the sales department of that organization.

Privat hails from Ironton, Wis., and is a full-fledged graduate of the old School of Hard Knocks. His formal education was limited, quite a bit of it gained at night school; he had no technical training or experience. He was early attracted to the electrical business because his brother was engaged in it. He saw service in France with the 311th Trench Artillery.

Starting 33 years ago in the stock room of the old Central Electric Co., which is now General Electric Supply Corp., he spent twenty-two years in their employ, advancing step by step, until he became head of the sales department. Eleven years ago he came to the Metropolitan Electrical Supply Co., as salesmanager. The firm has just recently moved into a new and larger building and will celebrate its 50th anniversary next year.

As Mr. Privat stated, and as attested to by his sales staff, customer service is given first emphasis in his organization. His salesmen make the buyer feel that he is getting the best merchandise, and what is equally important, that the firm will back him to the limit with friendly, helpful service. "The very basis of successful selling is the desire to serve your customers," says Mr. Privat, "and if the desire is actually there, one will find the necessary selling ability."

He believes in frankness, telling the customer the facts, even when it means the loss of an order. Ultimately, the good will engendered through the maintenance of such a policy will prove profitable. Then, too, he is careful to see that the young salesmen are started right by drilling them on the importance of frank, straightforward selling.

He believes in personal contact and its inestimable value in good will, and in getting and holding business. He goes out into the field and works hand in hand with his salesmen, cooperating and assisting them with their sales jobs. His theory is that one can get a much more accurate picture of the sales job on the firing line than from behind a desk covered with charts and graphs.

Mr. Privat is unmarried and lives in Oak Park, a suburb of Chicago. His hobbies are fishing, golfing and billiards, and among his prized possessions is a certificate of The Walter Hagen Hole-In-One Club which was awarded to him.

Starting at the very bottom, with a minimum of education, he has demonstrated what hard work, study and service can do for a man and an organization.

Adventures of Hard Luck Sam

Odd Man Pays

By Coit A. (Duke) Smith

Dear Phil:

All the big shots in History got help from their Girl Fridays, so why shouldn't a peddler put his Sugar in to bat for him now and then? He should. I did. Read on—you'll love it!

A factory branch here was spending $40 a month for patchwork. I urged a remodel job and quoted $868 for my material. They were about to shoot the figures to the main office in Chicago when Stoner, the buyer, said: "Wait! Their engineer will be here next Monday. Let him check this; if he says it's Hoyle, the Brass Hats will hold still for the bite."

Fair enough, but, while waiting, I wanted to wrap Stoner up with some entertainment. He is a big, handsome bachelor and right away I thought of Alice. As you know, she's no Myrna Loy, but sparkles plenty and she can cook a swell meal on a blow-torch. So I asked Stoner would he week-end at our shack in the country. He was tickled, but specified a dove hunt. With my fallen arches I preferred penochle, but the customer's always right, so it's a date. Alice was willing but reminded me she hadn't got her cut on the last big order (the little chiseler), so I had to cough $50 in advance or no dice.

That hurt, but when the three of us left the shack on Saturday morning I was proud. Alice looked swell in riding-pants and laced boots and I knew she would make a hit. Sure enough, the little stiff pulled a fast one the first hour. We sat down to rest in a lane, backs to the fence. A dove shot over us from behind. Stoner and I was chewing the fat, but Alice snatched her 20-gauge without rising and knocked the bird for a tailspin. Well, to hear Stoner rave you would think she had bumped off an elk. Right away he was helping her over fences and even carried her over a lousy little brook she could go to sleep in.

I was dummy every hand after that. Stoner and Alice got most of the 40 birds we had by evening, after a 10 mile tramp. When our dove feast was over (with highballs I should have refused), I was ready for the hay. But no, we must drive to Pacific and walk Main street till I was bumping into light poles. Back home to play rummy till Stoner got hungry and thirsty again. I'm no wet blanket, but picture me, supposed to be on the wagon and a diet too, drinking and stuffing hamburgers at midnight till my stomach weaved like an oriole's nest.

Sunday was the same except we only hunted three hours. I fired once and quit when it got me in the doghouse. More dead than alive, I Blitzkrieged both barrels at a dove over Goaners' orchard, back of their house. All I remember is the rattle of shot on the barn and Uncle Charlie Goaner's voice floating through the apple trees: "What the hell are you trying to do—blind somebody?" Alice was peeved and when we got home she made Stoner put all the doves in his car along with an extra quart of good stuff I was saving for another guy. She barbecued chickens for dinner, then came more rummy and finally the ride to town, which I missed, being unconscious. What a life! When I hit the office Monday the Old Man wanted to hustle me off for a blood transfusion. That was bad enough till I got the good news from Stoner on Wednesday. Get this, Pal. The engineer not only had approved the $868 but had recommended over $400 additional! *BUT*—the Brass Hats, while admitting the whole thing was justified, allowed it was just too much dough for right now, so the job absolutely must wait till after January 1! And what about me, Phil?

Figure it up. Stoner got his belly full of dove meat and barb chicken, a quart of Three Star Hennessey, plenty cigars, a tank of gas and a free box of shells. Alice ruled it was not her fault I didn't get the biz and refused to kick back the 50 skins. Also she got a new boyfriend, a build-up as a hostess and dead-shot and five pounds of candy Stoner sent her. I got no order, a juicy deficit, sore feet, sore head, a ruined stomach and a taste in my mouth like spoiled catfish. And Stoner wants to do it again! Odd man pays, Phil, right through the schnozzola!

Yours for a closed season,

Sam

Certified* FLEUR-O-LIERS

The Greatest Name in Fluorescent Fixtures

4 Reasons Why They'll Sell Faster!

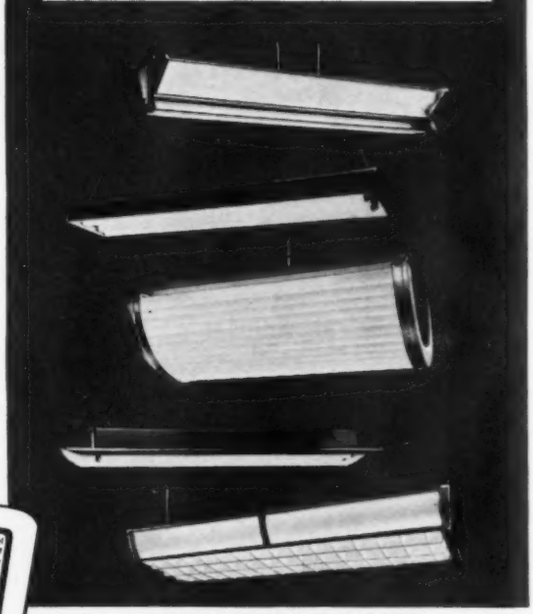
1 **Certified* FLEUR-O-LIERS** assure high quality fixtures and satisfactory performance for your customers. Over 40 leading manufacturers participate in the FLEUR-O-LIER program which is based on 50 standards of electrical, mechanical and illuminating excellence.

2 **Electrical Testing Laboratories,** nationally known testing organization, *certify* FLEUR-O-LIERS as meeting 50 rigid performance-specifications* for good light—safe, reliable service as set up by MAZDA lamp manufacturers.

3 **Certified auxiliaries** (ballasts and starters) embodied in every Certified* FLEUR-O-LIER assure the user of balanced, coordinated operation.

4 **Certified* FLEUR-O-LIERS** are nationally advertised—month in, month out, in Newsweek and 16 trade and business publications. Here is strong selling copy directed to YOUR markets . . . helping you sell faster.

Over 75 different designs now available, for stores . . offices . . factories, in a wide price range



Inspection of physical strength and electrical safety—FLEUR-O-LIER testing at Electrical Testing Laboratories.

★

FLEUR-O-LIER
"SPECIFICATIONS FOR LUMINAIRES, FITTINGS AND AUXILIARIES FOR FLUORESCENT LAMPS"
ETL
THIS CERTIFICATION IS CONTINGENT UPON EMPLOYMENT OF CERTIFIED AUXILIARIES OF OVER 80% POWER FACTOR

LOOK FOR THIS LABEL

It is your protection. Electrical Testing Laboratories certify that FLEUR-O-LIERS have met with 5 specifications for Lighting Effectiveness—6 for Electrical Safety—18 for Mechanical Soundness—14 for Electrical Excellence . . . as set up by MAZDA Lamp manufacturers. All Certified FLEUR-O-LIERS must be equipped with auxiliaries (ballasts and starters) certified by E. T. L.*

FLEUR-O-LIER *Manufacturers*

Participation in the FLEUR-O-LIER MANUFACTURERS' program is open to any manufacturer who complies with FLEUR-O-LIER requirements

TEAR OUT AND MAIL

Fleur-O-Lier Manufacturers • 2121 Keith Bldg., Cleveland, Ohio

Please send me helpful information about Certified FLEUR-O-LIERS, packages of indoor daylight for stores ☐ offices ☐ factories ☐

Name _____

Address _____

City _____ State _____

NEW PRODUCTS *you can Sell*

COMBINATION RANGE SWITCH

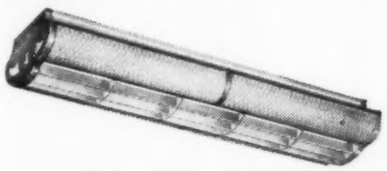
Catalog No. 33582 combination range switch has 60 amp. two-pole main and range circuits and four one-pole plug fusible circuits. Devices with parallel main and range switches are available. Sixty-ampere tap-offs after the main fuses for water heater circuits or mains extensions. Solderless connectors throughout. Bakelite base may be reversed if desirable to have plug fuse circuits at top. Square D Co., Detroit, Mich.

When writing mention **WHOLESALER'S SALESMAN**

FLUORESCENT

Five feet long and 2⅛ in. in diameter, 100 watt fluorescent lamp is designed for general commercial and industrial use. Equipped with mogul bipin bases. Available in white. General Electric Co., Nela Park, Cleveland; Hygrade Sylvania Corp., Salem, Mass.; Westinghouse Lamp Division, Bloomfield, N. J.

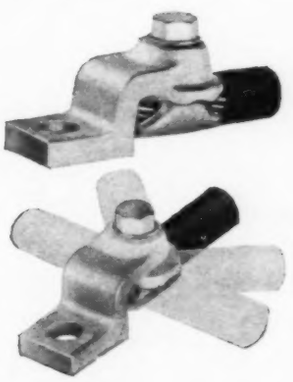
FLUORESCENT FIXTURE



Fluorescent lighting fixture, model C-205, is designed primarily for commercial interiors. Unit is 49 in. long, 14½ in. wide and 7½ in. high. Equipped with plastic diffusing panels and bottom louvers, and furnished complete with four 40-watt fluorescent lamps in daylight or white. Hygrade Sylvania Corp., Miralume Div., Ipswich, Mass.

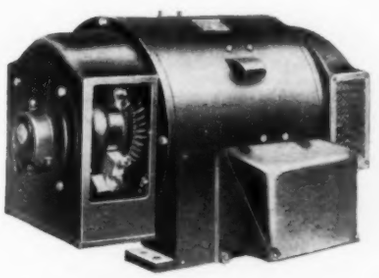
When writing mention **WHOLESALER'S SALESMAN**

CONNECTOR



Electrical connector, type EA, is designed to make cable connections easier. Rotatable cable clamp permits joining of conductors to connectors at any angle. Six sizes accommodate range of conductors from No. 8 standard cable to 1,000 MCM. High-strength bronze clamping eye and high-conductivity copper alloy connector body. Burndy Engineering Co., Inc., N. Y. C.

D.C. MOTORS



A new line of d.c. motors is available in constant-speed ratings from ½ h.p. at 850 r.p.m. up to and including 60 h.p. at 1750 r.p.m., and in adjustable-speed ratings from ½ h.p. at 850/3400 r.p.m. up to and including 15 h.p. at 500/1800 r.p.m. Rolled-steel frame, and improvements in end-shield and bearing-bracket construction give added protection. General Electric Co., Schenectady, N. Y.

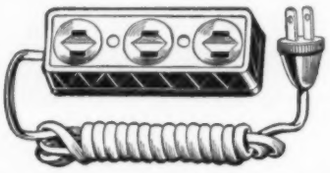
When writing mention **WHOLESALER'S SALESMAN**

AUTOMATIC WASHER

To eliminate washday drudgery and provide more leisure time, automatic washer carries out complete cycle of clothes washing operations. Water is mixed to correct temperature, garments are washed and rinsed in three separate baths. Final process dries clothes by rapid spinning motion of machine's porcelain basket. Westinghouse Elec. & Mfg. Co., Mansfield, Ohio.

When writing mention WHOLESALER'S SALESMAN

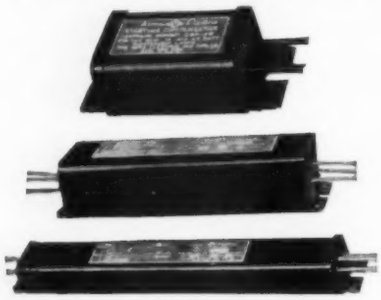
EXTENSION SET



Large size extension set has Bakelite three-in-line table tap, rubber covered parallel cord, flat bakelite cap. Brown fittings. Catalogue No.'s X2062 and X2082 have 6 and 8 ft. cords respectively. Marks Products, Inc., Brooklyn.

When writing mention WHOLESALER'S SALESMAN

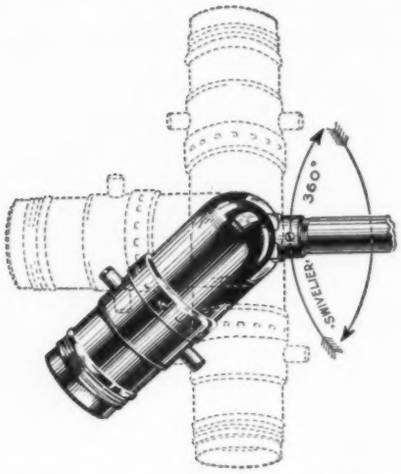
FLUORESCENT BALLASTS



Designed to exactly coincide with requirements of fluorescent type lamps they power, fluorescent lamp ballasts feature quick starting, humless operation. Available for single and double lamp applications of 15, 20, 30, 40, 65 and 100 watts. Acme Elec. & Mfg. Co., Cuba, N. Y.

When writing mention WHOLESALER'S SALESMAN

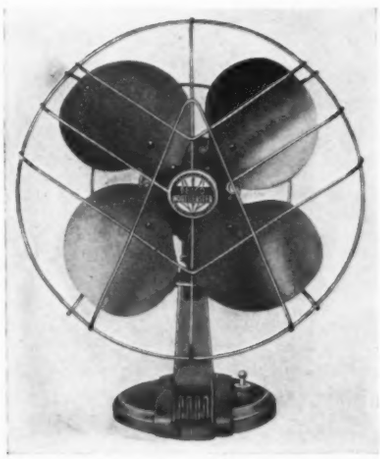
ADJUSTABLE SOCKET



Brass shell, completely swivel socket, No. 200, is adjustable to full 90 degrees, can be rotated 360 degrees when adjusted at any angle. Available in ¼ in. and ⅛ in. sizes. Can be furnished with any electrolier-type mechanism. Suggested lighting applications include homes, schools, factories, hospitals, show windows. Reliance Devices Co., 140 Liberty St., N. Y. C.

When writing mention WHOLESALER'S SALESMAN

DESK FAN



For home and office use, 10 in., 1 speed, oscillating fan features semi-wide blades and Udylite guards. Finished in statuary bronze. Available also in 8 in., non-oscillating model and 12 in., 2 speed, oscillating model. Delco Appliance Division of General Motors, Rochester, N. Y.

When writing mention WHOLESALER'S SALESMAN

SEARCHLIGHT

Particularly adapted for industrial protective lighting, 18 in. 1000/1500-watt incandescent searchlight, type S-5, is equipped for pilot-house or hand control and with low or high pedestal. Silvered glass parabolic reflector provides accurate control of light beam. Unit made weatherproof by door glass clamped over searchlight face. For coverage of railroad yards, construction projects, dams, etc. General Electric Co., Schenectady.

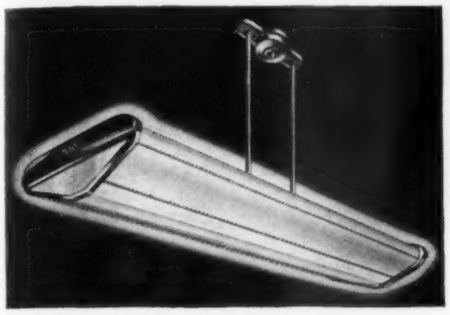
When writing mention WHOLESALER'S SALESMAN

FLUORESCENT STARTES

Line of fluorescent lamp starters, Nos. 2, 4 and 6, for use respectively with 15 and 20 watt lamps, 30 and 40 watt lamps, and 100 watt lamps. Features include elimination of sputtering, accurately-timed starting and re-starting, temperature compensation. Operates on a.c. or d.c. Hygrade Sylvania Corp., Salem, Mass.

When writing mention WHOLESALER'S SALESMAN

FLUORESCENT FIXTURE



Semi-indirect fluorescent luminaire utilizes four 40-watt lamps, is available in ceiling and suspension mounted types. Equipped with glass or plastic lamp shield, glass end-windows, cast aluminum ends. Shield and end-windows are designed to minimize glare and provide more even distribution of light. Edwin F. Guth Co., St. Louis.

When writing mention WHOLESALER'S SALESMAN

CONTACTOR

For burglar and hold-up alarm systems, new spring device is available for open circuit, closed circuit and momentary contact. Pressure from any direction will depress nosing and permit contact. Contactor fits a ¾ in. hole, is fully insulated for use in wood or metal. Applications include windows, doors, transoms, machinery. Edwards & Co., Norwalk, Conn.

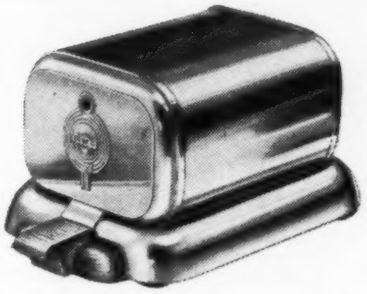
When writing mention WHOLESALER'S SALESMAN

LOUDSPEAKER HORNS

Latest additions to line of standard RCA speakers are metal re-entrant loudspeaker trumpets, models MI-6303 and MI-6302, and three speaker assemblies providing 15-, 12- and 10-watt power. Model MI-6302, a 3½ ft. baffle compressed into 19 in., has 21½ in. bell diameter and frequency response of 200 to 7000 cycles. For coverage of race tracks, amusement parks, industrial plants, skating rinks, etc. RCA Mfg. Co., Inc., Camden, N. J.

When writing mention WHOLESALER'S SALESMAN

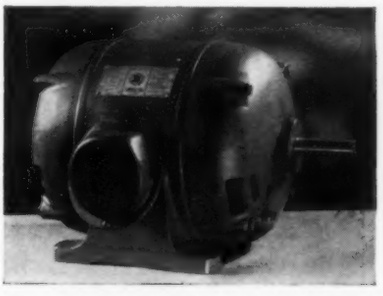
BISCUIT BAKER



Baking time for dozen biscuits is eight minutes in table biscuit baker. Indicator in door serves as temperature guide. Appliance is finished in polished chrome with maple handles, comes equipped with biscuit-cutter and server. Knapp-Monarch Co., Bent and Potomac Sts., St. Louis.

When writing mention WHOLESALER'S SALESMAN

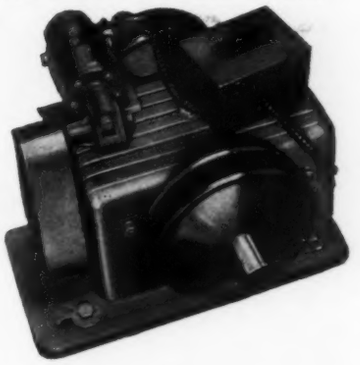
INDUCTION MOTOR



CS squirrel-cage induction motor, especially designed for general purpose industrial, machinery drive applications, features, "permanently sealed" ball-bearings requiring lubrication once in three years. Plastic wire coating for maximum dielectric strength and flexibility. Rigid one-piece cast frame. Available in ratings from ½ to 5 hp., with speeds from 875 to 3600 rpm. Operates on 110, 220, 440, and 550 volts, 2nd and 3rd phase a.c. Westinghouse Elec. & Mfg. Co., East Pittsburgh.

When writing mention WHOLESALER'S SALESMAN

VARIABLE SPEED TRANSMISSIONS



Variable speed transmissions equipped with electric motorized control are especially recommended where drive must be mounted on ceiling, back of, or inside equipment. Two-button switch controls speed. Automatic limiting switch prevents stalling of motor. Suggested applications include machine tools, conveyors, stokers, material handling systems, etc. Ideal Commutator Dresser Co., Sycamore, Ill.

When writing mention WHOLESALER'S SALESMAN

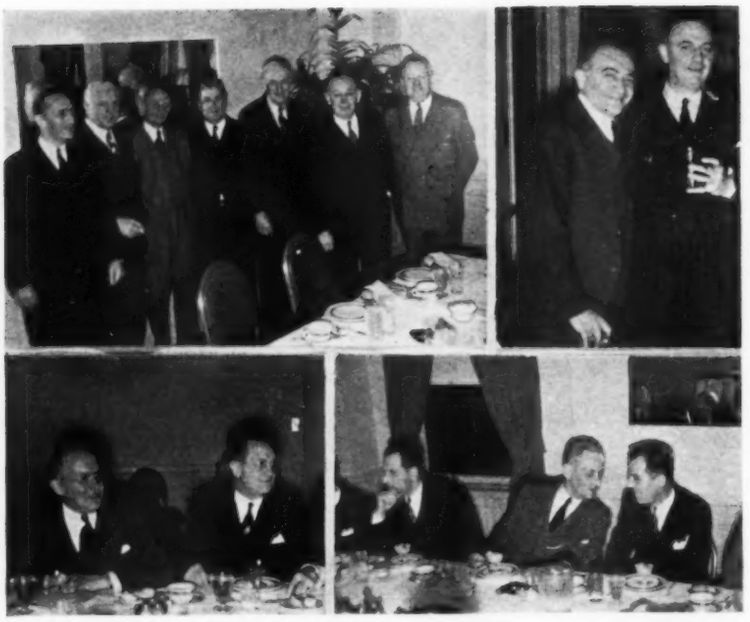
EXHAUST FAN

Dome-Turbo Exhaust is designed for maximum efficiency, quiet operation, and protection against back draft, winter cold, condensation. Convertible for either of two positions: ceiling over kitchen range or outside wall of any room. Automatic draft-proof shutters. System includes motor, blower, blower housing, weather hood, shutters and aluminum grille. Electro Specialty Co., 2938 Fourth Ave., S., Minneapolis.

When writing mention WHOLESALER'S SALESMAN

FLUORESCENT ADAPTORS

Line of fluorescent adaptors incorporating transformers for 60 cycle a.c. only, is available in 18 in. and 24 in., one bulb type, and in 24 in., two bulb type. Catalog No. 590 utilizes 20 watt 24 in. fluorescent bulb, is equipped with swivel plug. Dimensions: 24 in. long, 6 in. wide, 3⅜ in. high. Rated at 110-120 volts. Eagle Elec. Mfg. Co., Brooklyn.



EASTERN OLD TIMERS (those with 25 years or more of electrical service) started a series of get-togethers this past Holiday Season. First luncheon took place at New York's Hotel Governor Clinton on December 30, was attended by 24 twenty-five year veterans. Here are a few who were present. All, left to right. (1), Joseph Kurzon, O. Fred. Rost, George Patterson, W. J. Kranzer, C. P. Scott, William Gould, Tom Nolan. (2) Irving Trattler, G. V. Weir. (3) Tom Christianson, William Massey. (4) William Kohn, A. Deacon, Julian Hawks.

Brower Gets New Name

GREENSBORO, N. C.—In line with the change in control that took place in October, 1939, the Brower Electric Supply Co., Inc. will be known as the Johannesen Electric Company, Inc. as of January 1. There have been no further changes in corporate structure, officers, directors or policies of the company, and R. M. Johannesen continues as president.

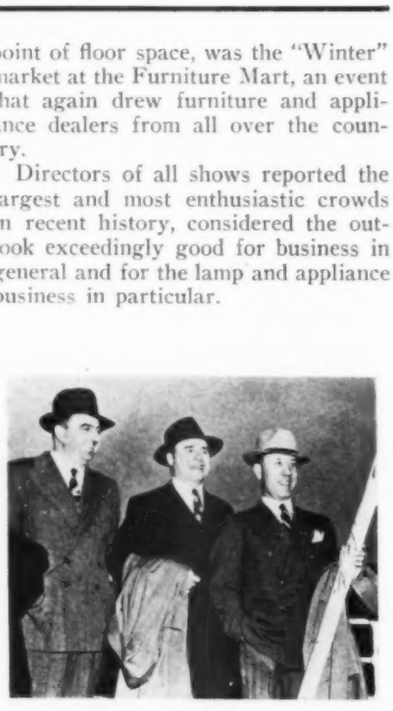
Three Chicago Shows

CHICAGO—1941 promotion for appliances and portable lamps got off to a flying start here with 3 houseware shows on at full force at the same time. The Houseware Manufacturers Association, with A. W. Buddenberg presiding, held its show at the Palmer House from Jan. 5-10, occupying 5 complete floors as well as the main exhibit hall. Manufacturers of small appliances, lamps and major appliances made up a very large portion of the show.

The Merchandise Mart held its semi-annual housewares market from Jan. 6-18. Manufacturers of portable lamps occupied exhibit space totaling almost one entire floor of the huge Mart building, and traffic appliances took a correspondingly large amount of space.

The third show, largest of all in point of floor space, was the "Winter" market at the Furniture Mart, an event that again drew furniture and appliance dealers from all over the country.

Directors of all shows reported the largest and most enthusiastic crowds in recent history, considered the outlook exceedingly good for business in general and for the lamp and appliance business in particular.



HAWAII BOUND. President Ralph J. Cordiner, right, and Vice President K. C. Gifford, center, of Schick Dry Shaver, with H. C. Genter, also well-known in the appliance industry, were "snapped" just before the S.S. Matsonia pulled out of San Francisco for Hawaii. It's purely a pleasure trip, with the two Schick executives getting set for a big 1941 which Mr. Cordiner views "as the most promising in the history of the shaver industry."

G. E. Appliance Catalog For Farm Consumers

"General Electric On the Farm" is the title of the mail order catalog issued by G.E. Farm Sales Section for distribution through G.E. dealers to all farm homes having electric power.

This marks the first time that all G.E. appliances have been brought together in one book. Recommended prices and catalog numbers of all products are given. A handy order form is supplied for mail-order service where merchandise not handled by the local dealer.

Classes on Infra-Red

The Fostoria Pressed Steel Corp. of Fostoria, O. through its Infra-Red Institute has announced classes which offer an opportunity for representatives of paint and enamel manufacturers, conveyor makers, central station power salesmen, wholesalers and others to study near infra-red at first hand. They meet the third Tuesday and Wednesday of each month.

During the two-day session, a wide range of subjects are covered—from background information on radiant energy, to a survey of equipment in the field and practical data on how to meet actual sales problems. Classes are open to anyone, and no charge is involved.

Six In The Bag

The Washington Senators' order for a 1,500,000 watt floodlighting installation put them in as number six of the major league baseball clubs to play under a Westinghouse lighting system and the ninth lighted since the first major night game at Cincinnati in 1935.

The system will employ 740 floodlights supported on eight towers rising to a height of 150 feet above the playing field.

Ray-O-Vac Promotes

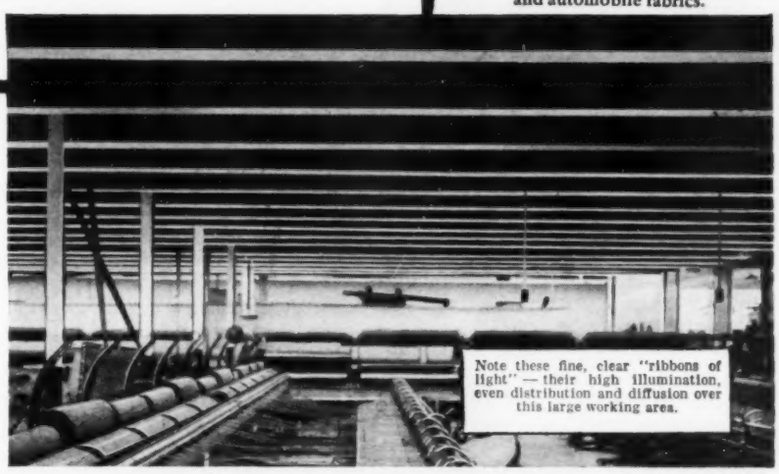
The appointment of Ralph J. Williams as manager of the national jobbing division of the Ray-O-Vac Company of Madison, Wis. has just been announced by Norman Vea, general sales manager. For the last 10 years Mr. Williams has been manager of the middle west division, he has been with the company since 1916. He will headquarter in Madison, but will spend considerable time in Ray-O-Vac branch offices.

"After 9 months' mill operation, IVANHOE Fluorescent Lighting paid us 4 specific profits..."

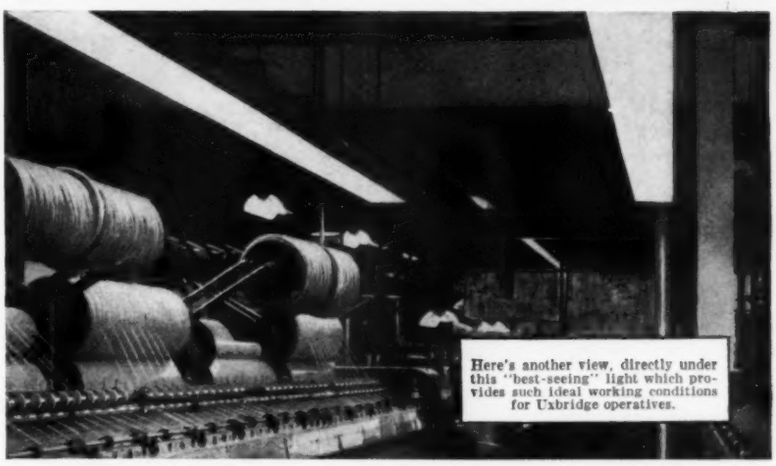
says J. M. Shute

OF UXBRIDGE WORSTED CO., Leading Manufacturers of woolens and automobile fabrics.

1. Increase in weaving efficiency on one type automobile fabric from 81% to 84%, with a decrease of 22% in mending costs
2. Increase in weaving efficiency on another type of auto fabric from 83% to 87.7%, with a decrease of 25% in mending costs
3. Increase in illumination in many departments to 50 foot candles and more, at a surprisingly low increase in cost
4. Increase in mill operatives' earnings through easier, quicker and better production



Note these fine, clear "ribbons of light" — their high illumination, even distribution and diffusion over this large working area.



Here's another view, directly under this "best-seeing" light which provides such ideal working conditions for Uxbridge operatives.

NOW..."50 FOOT CANDLER" OFFERS YOU NEW, PROFITABLE, VOLUME BUSINESS!

"50 FOOT CANDLER" is the first RLM Continuous Fluorescent Lighting System providing 50 foot candles (or better) of general illumination. Outstanding feature is its "built-in wireway" (fixtures contain their own wireway channels, complete with wiring and all operating auxiliaries) which gives users substantial *savings of from 30 to 50% in installation costs alone!*

Now you can push yourself out of costly "price" competition because the "50 FOOT CANDLER" is not a fixture—it is a new and better and less expensive *lighting system.* Here is the "hottest" item this lighting business has known for many a year—with more than a promise of mighty pretty profits. Our combined, cooperative effort and enthusiasm are all that's needed!

WRITE TODAY for new "50 FOOT CANDLER" Bulletin 1C . . . .

THE MILLER COMPANY
MERIDEN, CONN.
Pioneers in Good Lighting Since 1844

"50 Foot Candler"

Only "50 FOOT CANDLER" can give you these lighting benefits

Higher illumination at no increase in cost

30% to 50% lower installation costs—with minimum relocation of wiring outlets and reductions up to 80% in plant wiring system . . . because fixtures contain own wireway

Easier, faster installation—with use of part of new lighting system while remainder is being installed

Uniform light distribution—complete freedom to move production equipment without changing lighting

Clean-cut, modern appearance, no gadgets—with consistent-day-to-day "best-seeing" conditions for maximum employee efficiency and comfort

Simplified, less expensive maintenance—easy-to-clean porcelain-enameled fixtures, reflectors completely removable without disturbing wiring

Allowance for future growth—increases in illumination as high as 45% practical to meet changed lighting needs; lowest possible obsolescence factor

RLM *Continuous* FLUORESCENT LIGHTING SYSTEM

Revere Changes Name

CHICAGO—Due to the increasing importance of the manufacturing end of its business, and to avoid any possible confusion that might arise, the Revere Electric Co. of Chicago has separated

Van N. Marker *F. R. Eiseman*

its manufacturing and wholesaling activities. The parent company, doing a wholesale business, changed its name to the Revere Electric Supply Co. on Jan. 1. The manufacturing division has been separately incorporated as the Revere Electric Manufacturing Co. Executive personnel will remain the same, with Van N. Marker as president of both concerns and Fred R. Eiseman as secretary-treasurer.

High Foot Candles In G. E. Office

SAN FRANCISCO—Late in 1940 the Pacific Division of G.E. Lamp Department moved from the Russ Building to new offices at the Oakland factory. The new address is 1614 Campbell St., Oakland. Object was to concentrate all the operations of the department at one point.

One of the distinctive features of the new offices is the high mark of 100 footcandles set for general office illumination.

A-W Active on All Fronts

News comes from the Adequate Wiring Bureau of new certifications, executive committee appointments, promotional and informative talks on the subject of adequate wiring.

Victor R. Despard, vice president of Pass and Seymour, is a new member of the executive committee of the Bureau. Mr. Despard brings to this activity a wide experience in most branches of the industry and an enthusiastic support for the adequate wiring idea.

From the certification front, announcement comes that approved installations of home electrical wiring will be officially certified by the Georgia Adequate Wiring Bureau throughout the territory of the Georgia Power Company. The bureau is being sponsored by the Atlanta Electrical Association. Territory to be covered embraces 45,000 square miles with 187,000 residential customers. A goal of 500 new homes certified during 1941 has been set.

On January 13, the Bureau presented before the New York Residence Lighting Forum of I.E.S. a resumé of typical difficulties encountered by householders who wish to plan good wiring and lighting for their homes.

Industry Cooperation

CHICAGO—A pledge by the Chicago electrical wholesalers to cooperate wholeheartedly with their contractors and all other groups interested in the advancement of the electrical industry was the keynote of an address delivered here by Fred R. Eiseman, secretary-treasurer of the Revere Electric Supply Co. of this city. The occasion was the annual installation of officers for the coming year of the Cook County (Chicago) Electrical Contractors Association, held Jan. 13 in the rooms of the Electric Association, 20 N. Wacker Drive. In addition to Mr. Eiseman, who was the honorary installing officer, A. J. McGivern, managing director of the Chicago Electrical Wholesalers Association, also spoke.

A former salesman became a policeman. Asked how he liked it after six months, he answered, "The pay is good, the hours are satisfactory, but what I like best is that the customer is always wrong!" (*From Electrical New Orleans*).

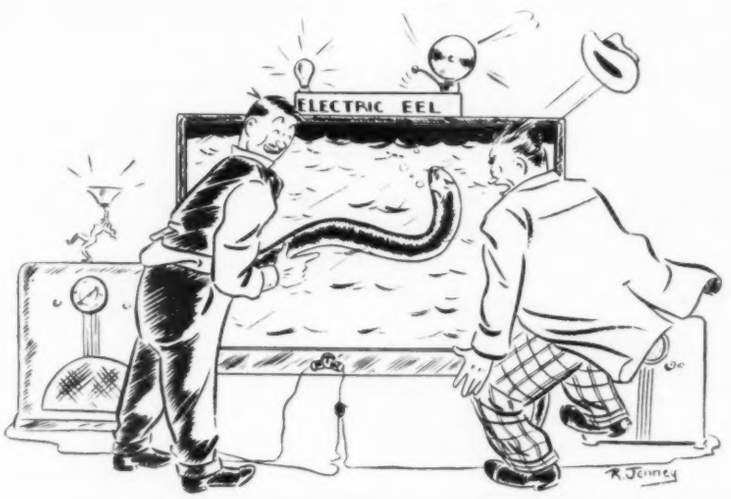
Englewood Supply Stretches

SOUTH BEND, IND.—In order to more efficiently supply and service its customers located to the East of Chicago, the Englewood Electrical Supply Co. of Chicago, has expanded its operations by buying out the Arrow Electrical Supply Co. of this city. The new acquisition will operate as a branch house, is located at 325 N. LaFayette St., and has been renamed the Englewood Electrical Supply Co. Plans provide for a completely remodeled showroom as well as front. Very prominently featured will be a large and complete display of fluorescent and incandescent lighting. Management of Englewood's South Bend branch will be in the hands of Stanley Hull and J. P. Eckstadt.

Bull Dog Enlarges Sales Organization

To serve its customers still more effectively, Bulldog Electric Products recently added several men to its sales staff. John Herrmann, formerly with Indiana Service Corp., is now in the Detroit sales office. Herrmann has a fine technical background, having graduated in electrical engineering from Purdue and obtained his master's degree at Illinois.

Harold L. Barger, newcomer to the Chicago sales territory, has been an electrician, estimator, contractor and salesman, so is well qualified to serve wholesalers, contractors and plant men. Gordon W. Long, another addition to the Detroit sales organization, also has a broad electrical experience, was recently with a fuse manufacturer.



"He's quite a showman. Get him riled up and he rings the bell, lights the lamp and turns on the radio."

Why Distributor Salesmen Benefit *by selling* G-E CONDUIT PRODUCTS

HERE ARE FOUR ADVANTAGES WHICH DISTRIBUTOR SALESMEN HAVE WHEN SELLING G-E CONDUIT PRODUCTS:

1. COMPLETE LINE

Distributor salesmen selling G-E Conduit Products can supply customers' needs no matter what kind of wiring is being installed. The G-E Conduit Products line includes G-E White rigid conduit, hot-dipped galvanized and Glyptal-coated inside and out; G-E Black enamelled conduit; flexible conduit; E.M.T.; BX; BraidX; CNX; Fiberduct; and boxes and fittings.

2. HIGH QUALITY

G-E conduit products are made of the finest raw materials. They are carefully designed for ease in handling and long life. Rigid specifications are followed exactly in their manufacture.

3. NEW PRODUCTS

G-E engineers are constantly improving present products and devising new ones to fit changing needs. For instance, a new S-shaped paper wrap gives G-E BX more dielectric strength, a cellophane wrap on the black conductor of the G-E Type SE service entrance cable makes edgewise bending easy, etc.

4. G-E MONOGRAM

Customers know that conduit products carrying the G-E monogram are high quality, dependable products.

With these advantages distributor salesmen naturally benefit by selling G-E Conduit Products. Prospects can be turned into customers; old customers remain pleased. Conduit Products, Wiring Materials Section, General Electric Co., Appliance and Merchandise Department, Bridgeport, Conn.

GENERAL ELECTRIC

AMONG LAMP EXHIBITORS at New York Show were La Salle Lighting Products and Railley Corp. At left, Lou Stark of La Salle, straightens a shade in his display room. The gentlemen in the other photo, J. R. Godfrey and C. F. Bookman, Sr. of Railley, do rather a serious eyes-front during a brief lull between buyers. (Other photos and news of show on page 15.)

Capitol Enlarges

CHICAGO—With 1940 business 25% better than 1939 the Capitol Electric Supply Co. of this city has found it necessary to enlarge, has leased 2,500 square feet additional space adjoining present quarters. Charles Cohen, owner of Capitol, and a veteran of over 30 years in the business, also announces another new addition to the staff in Sol Copalman who recently joined the inside force.

Mitchell Ad Manager

CHICAGO — Appointed advertising and sales promotion manager of Mitchell Manufacturing Company, Edwin A. Nickel brings with him eighteen years' experience in sales promotional activity, having served with Hygrade Sylvania, Dictograph Products Co., Lennen & Mitchell and Chas. W. Hoyt Co.

The Company's plans for 1941 are pointed toward intensive trade paper advertising and promotion for building effective distribution in the electrical and lighting field.

Projection Lamp Improvement

To give greater convenience to users and to improve lamp performance, an opaque end-coating is supplied on seven types of 300-watt G.E. and Westinghouse Mazda projection lamps. This coating eliminates the need of providing a metal cap for the end of the lamp and does away with the discomfort of removing a hot cap from a hot lamp, when occasion demands.

Honsberger to Louisville

According to announcement from J. K. B. Hare, Central District manager, G. W. Honsberger has been appointed manager of the Westinghouse Electric and Manufacturing Company's Louisville office.

He succeeds T. W. Voils whose death last December ended a 21 year term of service as manager. Mr. Honsberger leaves the post of transportation manager in the Central District.

Second Fluorescent Lighting School

CHICAGO—An extended schedule was necessary to handle the overflow of advance registrations at the second fluorescent lighting school sponsored by the Chicago Lighting Institute.

The first meeting of this type was held in February of 1940. So swift have been developments in the fluorescent field since then that there was a demand for another series of educational meetings of the same type.

Total attendance for the three days of the meeting was 711, consisting of wholesalers, contractors, utility men, manufacturers, architects, etc.

New Addresses

Standard Electrical Products Co., formerly of St. Paul, Minn., has moved to a new and larger factory and offices at 417 First Ave., N., Minneapolis, Minn.

The Seyler Manufacturing Co., Pittsburgh, Pa. has opened an Eastern sales office at 150 Broadway, New York with George A. Hoeveler and Horace T. Drake representing the company in this district.

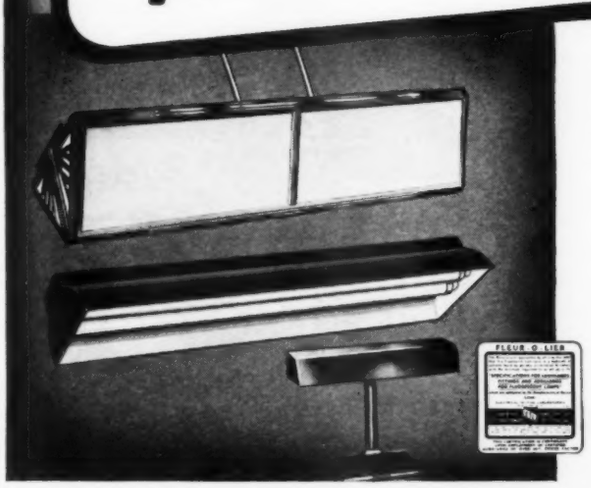
Agents Appointed

Fullman Mfg. Co. appointed two new representatives recently. H. C. Johnson, 519 Case Bldg., Rochester, N. Y., covers New York state, exclusive of the metropolitan area. The Zinsmeyer Co., with offices at 717 Mateo St., Los Angeles, and 59 Columbia Square, San Francisco, sells the Fullman line in California.

Reliance Devices Co. has named Barn-Ed Sales Co., 8 N. Moore St., N.Y.C., representative in the metropolitan area. Samuel Goldman contacts the wholesalers in Ohio, certain cities in Ind., Ky., Mich., Pa. and W. Va.

NEW HEADQUARTERS of Chelsea Fan & Blower Co. at Olsen & Grove Sts., Irvington, N. J. Before locating in this one-story building a week or so ago, Chelsea was situated at 370 W. 15th St., New York City. Plant contains 15,000 sq. ft. of floor space, has plenty of surrounding space for further expansion. Building equipped with a 30 ft., three-ton traveling crane covering the entire 150 feet of the assembly floor. Roof is of glass monitor construction, thus providing plenty of daylight inside.

IN EVERY TYPE OF LIGHTING THE BEST SELLERS ARE BY MITCHELL



Yes—every single product in the extensive MITCHELL Lighting Line is a Best Seller! MITCHELL—a Great Name in Lighting—sees to that. Ingenuity, Quality and Value are backed by careful pre-testing to bring you merchandise that's easy to sell. Whether it's Fluorescent, Portable Lamps, or Lighting Specialties, MITCHELL in-demand products are always YOUR "Best Sellers!"

★

FLUORESCENT LIGHTING LEADERSHIP

MITCHELL manufactures America's most complete line of Quality Commercial and Industrial Fluorescent Fixtures—"Best Sellers" bearing the FLEUR-O-LIER Label—sold exclusively through the specialized MITCHELL Lighting Division Distributors. Other Fluorescent "package" units, such as desk lamps, adapters, display case units, etc., are available through regular MITCHELL Wholesale Distributors.

★ ★

PORTABLE LAMP LEADERSHIP

Long the acknowledged Leader in the Portable Lamp field—and universally accepted by the trade—MITCHELL now offers the greatest Lamp Line in its pace-setting history. MITCHELL leads with today's most popular and complete line of volume-selling I.E.S. floor and table lamps, bedlamps, spot and window lighting equipment—sold only through MITCHELL Wholesale Distributors.

★ ★

MITCHELL'S 5-STAR POLICY

MITCHELL Selling Leadership is the result of strict adherence to a great 5-Star Policy: (1) MITCHELL prices are consistently competitive; (2) MITCHELL products are selected, pre-tested Best-Sellers, down to the last item; (3) MITCHELL merchandise is characterized by ingenuity in styling, engineering and quality workmanship; (4) MITCHELL products conform to I.E.S., Fleur-o-lier and Underwriters' specifications; (5) MITCHELL has a strict Distributor Policy.

Look for the famous Shield of Assurance on all MITCHELL Products—your assurance of quality, and consistently easy saleability. . .

LAMP-RADIO SPECIALTIES

MITCHELL alertness and ingenuity are reflected in its offerings of the best-selling "Lumitone" and "Lullaby" Lamp-Radio Combinations—sensational extra-profit opportunities opening new volume sales markets to the trade.

MITCHELL MFG. CO.

2525 N. CLYBOURN AVE., CHICAGO, ILL.

"A Great Name in Lighting"

DESIGNED FOR RELIABILITY . . . MINIMUM HUM . . . LOW LOSSES . . . HIGH POWER FACTOR

FLUORESCENT *Lamp Ballasts*

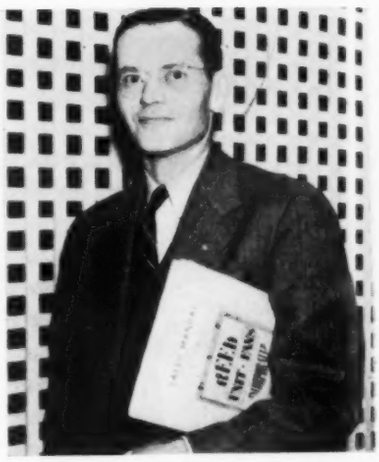
by Chicago Transformer

Give the utmost in customer satisfaction with Fluorescent Lamp Ballasts by Chicago Transformer. For here are units so constructed that losses and hum are reduced to an absolute minimum—a new line built to assure a new high in operating performance. • Available in 15, 20, 30 and 40 Watt sizes, single and 2-lamp installations, for all voltage ranges, 50 or 60 cycles and in High Power Factor types. Comply with lamp manufacturers specifications and listed as standard by Underwriters' Laboratories. • Mail the coupon, today, for full details on these business-building fluorescent lamp ballasts.

CHICAGO TRANSFORMER CORPORATION
CHICAGO, ILLINOIS, U. S. A.

Chicago Transformer Corporation
3507 W. Addison St., Chicago, Ill.
Please send your Fluorescent Lamp Ballast bulletin and discount sheet. I understand that this does not obligate me in any way.

Name.....
Address.....State.....
City.....



WITH HIS SALES MANUAL Fred Hamrick, salesman for Lyman C. Reed, New Orleans ventilation manufacturers, gets set to step out on a presentation.

Electrical Show For Detroit Industrials

On the schedule for April 20 to May 2 at the Masonic Temple, Detroit, is the 1941 Industrial Electrical Exhibit of the Electrical Manufacturer's Representatives Association of Michigan. The show is designed to represent a real cross-section of the electrical industry and will feature such products as roughing-in materials, industrial electrical equipment, industrial lighting, power apparatus and control, wiring devices and signaling devices.

Originally conceived to eliminate many individual exhibits in various parts of the state, the 1941 show is expected to prove exceptionally interesting and valuable to exhibitors and buyers alike. Prominent architects, industrial engineers and representatives from the major industrial plants and wholesaling organizations are expected to attend. Information concerning show plans can be obtained by addressing the show headquarters at 1436 First St., Detroit, Mich.

Graybar Expands

DES MOINES—A new house has been opened here by the Graybar Electric Co. at 112-116 11th St. John P. Lawton, who formerly headed up appliance sales for the company at their central district headquarters in Chicago, manages the house. Service manager is Lee Williamson and the outside sales force includes A. Schwenk, John Ferguson and William Krueger. Lawton has been replaced in Chicago by Robert Copp.

EVERYTHING under control at G.E. Supply, Kansas City, Mo. From left, A. E. Wegert, appliance manager; A. W. Gilmore, district manager; J. W. Puckett, operations manager—all calmly pleased with the report Gilmore is holding.

Carrier Display

SYRACUSE, N. Y.—Largest permanent display of air conditioning equipment in the world is maintained here in the headquarters of the Carrier Corp. Products displayed vary from small window ventilators to a large air conditioning dehumidifier, capable of handling 18,000 c.f.m. Display room occupies 4,000 sq. ft. of floor space.

Appointments at G.E.

Seven new appointments, most of them in its Industrial Department have been announced by General Electric Co.

J. J. Curtin, who for the last 11 years has been in charge of sales promotion and publicity work in the motor division of the industrial department moves to the wire and cable division of the Central Station Department at Fort Wayne. He replaces B. F. Ilsley who goes to Schenectady to be general assistant to W. V. O'Brien, division manager of wire and cable. O. F. Vea has taken over the work formerly handled by Mr. Curtin.

Appointed manager of sales, large motor and generator division of the industrial department, is P. A. McTerney.

An apparatus agency sales section has been added to the industrial department according to announcement by J. E. N. Hume, vice president in charge of the department. It is under the supervision of G. L. Irvine.

The industrial engineering department has set up the general applications section, a new division and G. E. Cassidy has been appointed engineer.

J. S. Overstreet has been placed in charge of wire and cable sales, G.E. wire and cable division, Schenectady.

WIREMOLD Carries Current to Work FOR NATIONAL DEFENSE

ADEQUATE WIRING SERVES AND SAVES

WIREMOLD

Business Building Check List

Lighting Modernization
Wiremold Surface Metal Raceways and Fittings for extension, installation, or relocation of wiring for BETTER LIGHT.

Fluorescent Work Lighting
Wiremold Fluorescent LINE-O-LAMPS, Wired and Unwired Units, and Industrial Units for both General and Local work Lighting.

Plugmold
The Wiremold Multi-Outlet Assembly in two sizes for home, office and factory. Ideal for work bench, inspection table and similar places where many convenience outlets are needed for electric hand tools, lamps, instruments, appliances, etc.

Pancake
Wiremold Overfloor Wiring System carries power, light, telephone, etc., to isolated desks, machines or appliances.

Signal System Wiring
Using Wiremold Systems "on the surface". Quickly installed, always accessible.

Opens wide opportunities for alert Contractors . . . .

THAT'S a statement worth thinking about! Thousands of feet of Wiremold Products have already gone into National Defense work. They symbolize a vital contribution that Wiremold, and the men who install Wiremold, can make toward National Preparedness . . . the contribution of MORE and better electrical arteries through which the current of accelerated industry can flow unimpeded.

Wiremold supplies the increased wiring capacity thousands of factories and offices need . . . easily and above all, QUICKLY.

Wiremold supplies the new, cool, "daylight" illumination of FLUORESCENT Lighting . . . with correctly designed, easily installed, approved equipment for plant, office or drafting room.

Wiremold Systems and methods in most cases offer the great added advantage of installation WITHOUT INTERRUPTING work.

Check the list at the left. Then use your Wiremold knowledge and the help that Wiremold representatives and engineers can give you in BUILDING-UP this important part of your business NOW.

The Wiremold Company, Hartford, Conn.

WIREMOLD
CARRIES CURRENT TO WORK

"Plugmold" Multi-Outlet Assembly | Wiremold Fluorescent Lighting Equipment | "Pancake" Wiremold Overfloor Wiring System | Wiremold Surface Raceway Wiring Systems

Wireflex Wireduct Wire Nuts

make your sales efforts more productive . . . sell

LATROBE FLOOR BOXES and WIRING SPECIALTIES!

NO. 284 DUPLEX RECEPTACLE NOZZLE

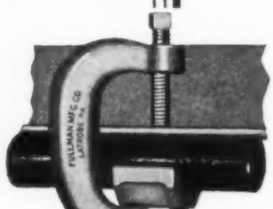
Compact and neat. Available with ½" or ¾" brass pipe extension. Also Latrobe Duplex Telephone Nozzles.

NO. 130 ADJUSTABLE WATERTIGHT FLOOR BOX

Cutaway view shows No. 130 Box with No. 207 Bell Nozzle. Cover plate — 3½" — overall height — 3½".

NO. 330 LATROBE TOM THUMB UTILITY OUTLET

For use in wood installations and other locations free from moisture or mechanical injury.



NO. 470 PIPE OR CONDUIT HANGER

Support turns freely, allowing pipe to run parallel or at right angles to beam. Eliminates drilling or straps. Takes ½", ¾" and 1" pipe to beams ⅜" thick.

To realize maximum profits from floor box and wiring specialty sales, handle a line of products suited for every buyer's needs . . . products that will provide the safety, economy and convenience that builds customer satisfaction . . . products that make selling easier, more productive in regard to sales effort expended. Every floor box and wiring specialty manufactured by Latrobe carrys an assurance of service. Once installed by your customers, their superior performance and long-life bring you repeat sales from these same buyers. Decreased installation time, too, is a notable characteristic of every Latrobe item. Oftentimes, the savings on installing pay for the purchase of these products. Taken as a whole, there's no better way of insuring steady, ever increasing floor box and wiring specialty business than by pushing the sale of Latrobe products.

Write for detailed information on the entire Latrobe line—Floor Boxes, Insulator Supports, Fish Wire, Conduit Benders, etc. Sell them once, and their performance will sell them again.

FULLMAN MANUFACTURING CO.

LATROBE PENNA.

Okonite Sales Office

PASSAIC, N. J.—Number sixteen of the company's district offices was opened by the Okonite Company in Birmingham, Ala. on January 15th, 1941. The new office will serve the company's rapidly growing business in the industrial southeast. Dewey A. White, formerly sales engineer in the company's Atlanta office, will manage the new office, including in his territory Tennessee, Alabama, Mississippi and Louisiana.

At St. Louis, the office has been moved to larger quarters at 1406 Shell Building. Robert E. Sontag, St. Louis manager, remains in charge.

Niagara Frontier Elects Directors

Getting set for another active year in 1941 the Electric Association of the Niagara Frontier elected twenty-two directors at its recent meeting. George Campbell, R. H. Davidson, Robert D. Glennie, John H. Spraggon, Karr Parker and Karl L. Thielscher will represent the Wholesalers' and Manufacturers' group.

"TELEGRAM, SIR" and so Crosley, with help of Western Union messengers, prepared dealers for the new refrigerator line. Signing up for the promotion plan is Vice President-Sales Manager Robert I. Petrie. At left is L. Martin Krautter, advertising and promotion manager; at right, B. T. Roe, manager of major stores division. On successive days, boys delivered fishing poles, flour, sugar, cash boxes and dates to dealers. Fishing pole, with attached telegram, told dealers they didn't have to be satisfied with "just fishing" for refrigeration profits if they tied-in with Crosley. Flour, arriving the next day, assured dealers of "plenty of dough" in a Crosley franchise. Next came sugar, then the dates, each accompanied by an explanatory telegram.

IN NEW REGIONAL HEADQUARTERS for Chicago district activities of G.E. and affiliated companies are gathered units formerly scattered in nine separate locations. The building occupies an entire city block, is seven stories high. One-third of the building is devoted to office space the rest being used for warehouse, display and servicing facilities.

Association News Roundup

KANSAS CITY—January luncheon meetings of the Electric Association of Kansas City combined drama with informativeness. An all color motion picture showing modern fire fighting methods was put on by the Missouri Inspection Bureau at one session. "Give Your Business Box-Office" was the subject of the talk by J. G. Baird, section manager, merchandise advertising and sales promotion department of Westinghouse at the January 28 meeting.

NEW YORK—Newly elected president of the Electrical and Gas Association of New York is John H. McKenna, Utility Sales Manager of the Knapp-Monarch Co. He succeeds David S. Youngholm of Westinghouse.

NEW ORLEANS—The Electrical Association of New Orleans took time out from its Christmas celebration to elect officers and members of the Executive committee. A. G. Riddick was elected president; A. J. McCall, executive vice president. P. H. Lehde was made vice president of the combination wholesalers, jobbers, manufacturers and utilities division.

DENVER—Featured event of January in the Rocky Mountain Electrical League was the annual mid-winter conference of the League's utility division in Denver on January 17 and 18.

SAN DIEGO—During 1940, grist for the mill of the Bureau of Radio and Electrical Appliances of San Diego County were such things as study of ways to eliminate radio interference, appliance campaigns, refrigeration promotion, an electrical show, Christmas lighting, etc. For 1941 an active program of appliance and refrigeration promotion, "Better Light Better Sight" and "I.E.S." activities, etc. are planned.

RUBBER COVERED POWER CABLES • BUILDING WIRE

BARE WIRE • MAGNET WIRE • SERVICE ENTRANCE CABLE • NON-METALLIC SHEATHED CABLE • CRESFLEX

ARMORED CABLE • FLEXIBLE CORDS • LEAD ENCASED AND PARKWAY CABLES • VARNISHED CAMBRIC

INDUSTRY SPEEDS DEFENSE

with much of the POWER supplied by

CRESCENT CABLES

With increasing power needs threatening existing load capacities, look to CRESCENT'S comprehensive line of cables, a few of which are:

- RUBBER POWER CABLES
- SIGNAL CABLES
- CONTROL CABLES
- VARNISHED CAMBRIC CABLES
- PORTABLE CABLES
- PARKWAY CABLES
- BUILDING WIRE and CABLE

CRESCENT INSULATED WIRE & CABLE CO.

CRESCENT WIRE and CABLE

Factory: TRENTON, N. J.—*Stocks in Principal Cities*

Jobber Co-Operation — A Permanent Policy

CRESCENT ENDURITE SUPER • AGING INSULATION

MONARCH
RENEWABLE FUSES

. . . FOR DEPENDABLE PROTECTION . . . SIMPLICITY OF DESIGN!!

MACHINE THREADED BRASS END CAPS

MACHINE THREADED BRASS INSERTS

BEST GRADE GRAY-HORN FIBRE CASINGS

MON-O-LAG LINKS PROVIDE INCREASED TIME LAG CHARACTERISTICS

KNIFE BLADE MEMBERS ASSEMBLED TO STURDY FIBRE BAR.

RIGID BLADE ALIGNMENT

MONARCH FUSES ARE LISTED AS STANDARD BY UNDERWRITERS LABORATORIES WITH LABEL SERVICE TO 600 AMP. 250 AND 600 VOLTS. MONARCH FUSES COMPLY WITH FEDERAL SPECIFICATIONS W. F. 803.

MONARCH FUSE CO., INC.

1909 ESTABLISHED 1909

JAMESTOWN • NEW YORK

RESPONSIBILITY for General Electric's Media and Publishers Relations now belongs to D. S. Mix, of the Publicity Department, Schenectady. This work was formerly handled by the late F. R. Davis. Upon graduation from Yale's Sheffield Scientific School in 1917, Mix joined G.E.'s publicity department, has been in this type of activity ever since with the exception of a period of Military Service during the World War. He will continue to handle publicity training programs, personnel and special assignments.

Hawkins Electric Expands

CHICAGO—Right in line with most reports on an excellent business year for electrical wholesalers in this city, Hawkins Electric Co. reports 1940 as the best year in the company's 26 years of operation, with December the best month on record. According to Otto E. Frankenbush, vice president, increasing business made it necessary for the firm to lease a 3-story warehouse several months ago. As additional inside salesman, Clarence L. Gump has joined Hawkins. He has 20 years behind him in the electrical business. The office and warehouse staff has been increased to better enable Hawkins to serve its customers.

Steel & Tubes Sales Agents

CLEVELAND—C. D. Belt and Co., of Denver, Colo. have been appointed sales agents for the Electrical Division of Steel and Tubes, covering Colorado, Wyoming and Montana. They will handle Steel and Tubes "Inch-Marked" electrical metallic tubing as well as Fretz-Moon Rigid Conduit, both Galvite and Enamelite.

Schneiderhahn Expands

DES MOINES—Enlarged operations have made necessary the leasing of a new warehouse by the A. A. Schneiderhahn Co., electrical wholesalers of this city. The company has acquired a warehouse building at 113–115 Eleventh St., which it will remodel to suit its needs.

LIGHTING NEWS

I.E.S. Activities

With Norman B. Hickox, lighting consultant, as the new regional vice president, the Illuminating Engineering Society in the middle west looks to an active 1941. Mr. Hickox has a record of thirty-five years of activity and acquaintance that will mean much to him in his new job.

Lighting installations on which millions have been spent, such as those of the Pennsylvania Turnpike and Queens Midtown Tunnel, were discussed at a recent meeting of the New York section of I.E.S. This discussion was especially significant in view of new millions proposed for defense lighting of highways around New York.

On January 10, Hoyt Post Steele, vice president in charge of research and engineering of Benjamin Electric Mfg. Co. spoke to the section meeting of I.E.S. at the Chicago Lighting Institute. His subject was "Industrial Lighting and National Defense".

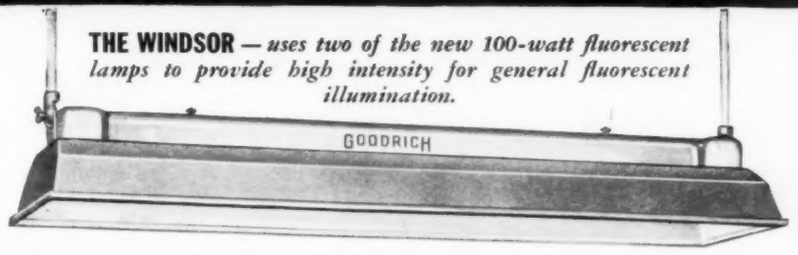
New Fluorescent Color

Soft white, a new color for fluorescent lamps, is a combination of daylight and pink phosphors—approximately two parts daylight to one part pink. The new color is particularly suitable to use in restaurants, butcher shops, night clubs, hotels, meat showcases and food markets. It is flattering to all skin colorings with or without makeup.

Fixture Guild Meets in New York

On January 22 and 23 the National Lighting Fixture Guild, an association of residential fixture wholesalers and

What's Important IN CHOOSING FLUORESCENT FIXTURES



THE WINDSOR — *uses two of the new 100-watt fluorescent lamps to provide high intensity for general fluorescent illumination.*

LOOK FOR THESE THINGS:

PORCELAIN ENAMEL FINISH

assures proper diffusion of light without reflected glare. It's the permanent weather-proof finish—easy to clean.

GOODRICH RLM

THE RLM LABEL means that the fixture meets the most exacting standards for maximum control of light through its scientifically correct design.

CERTIFIED E.T.L.

CERTIFIED BALLAST EQUIPMENT. Fluorescent lamp manufacturers guarantee lamps for maximum life and best performance only when this certified auxiliary equipment is used.

Underwriters Laboratories Inc. INSPECTED ELECTRIC FIXTURE ISSUE 27.445

UNDERWRITERS' LABEL shows that the fixture meets the highest safety requirements, both electrically and mechanically. This is a necessary protection for you.

GOODRICH INDUSTRIAL LIGHTING

OFFERS YOU THIS EXCLUSIVE FEATURE:

BETTER SUSPENSION. Weight of fixture is carried by steel flanges at ends, instead of by top of sheet steel hood. Thus, hood can't "spring" or warp. Mounting brackets are adjustable so reflector may be tilted to various angles. Simple bridge mounting of electrical equipment eliminates many screw heads on reflecting surface; protects finish against chipping. Write for literature.

SOLD ONLY THROUGH ELECTRICAL WHOLESALERS

GOODRICH ELECTRIC COMPANY

OFFICES IN ALL PRINCIPAL CITIES

GENERAL OFFICES AND FACTORY: 4610 BELLE PLAINE AVENUE, CHICAGO, ILL.

THE LIGHTING EQUIPMENT *Profit-Book* OF THE YEAR - IS HERE!

And it's YOURS For the asking!

New **PERMAFLECTOR LIGHTING CATALOG NO. 40**

● Your copy of the lighting equipment "extra" for "extra lighting profits" is just off the press. Send for it now!

● You'll be mighty glad to have a copy of the new Permaflector Lighting Catalog No. 40 because it gives you the answers to your lighting problems—quick as a wink! Every page is chock-full of useful lighting data and presents important information on new Permaflector sales-building lighting equipment simply, concisely and completely in a new, different way—designed for quick, accurate selection and ordering.

● No groping for information in this catalog—it's all at your finger tips. An important factor in these days of working against time for National Defense.

Send for your copy today.

New PERMAFLECTORS

New PERMAFLECTOR HIGH BAY INDUSTRIAL UNITS

New PERMAFLECTOR LUMINAIRES

New PERMAFLECTOR EXTERIOR FLOODLIGHTS

New PERMAFLECTOR FLUORESCENT EQUIPMENT

Pittsburgh Permaflector

PITTSBURGH REFLECTOR COMPANY WS-2-41
Oliver Building, Pittsburgh, Pa.

Please rush my copy of the New Permaflector Lighting Catalog No. 40.

NAME .....

STREET .....

CITY..... STATE.....

PITTSBURGH REFLECTOR CO.
403 OLIVER BUILDING
PITTSBURGH, PENNA.

retailers, held its Third Annual Convention at the Hotel Pennsylvania, New York.

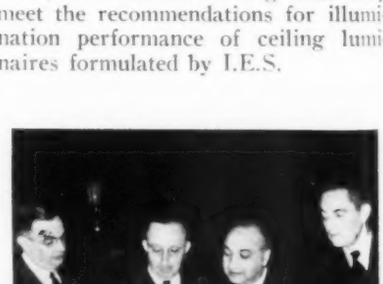
Speakers at the first day's session, which was concerned with fluorescent lighting, were President Harold B. Carpenter, Whiffen Electric Co., White Plains, N. Y.; E. W. Beggs, Westinghouse Lamp Co.; Maurice Ahl, MarLe Co., Stamford, Conn.; Lt. Col. Shaw, Morris Sklar Co., Phila; John Donovan, Service Elec. Mfg. Co., Boston; Ed Stryker, General Electric Lamp Dept.

Second day was devoted to discussing sales and promotion plans with manufacturers. Addresses were made by Joseph Markel, Markel Electric Products, Inc.; Eugene Commery, General Electric, who discussed "I.E.S. Recommendations on Residential Lighting Fixtures"; and Robert Fish, Lightolier Co., who talked on "Stimulating Public Interest in Residential Lighting Fixtures."

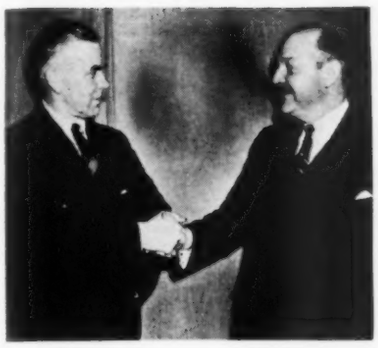
Speaking as the president of ALEA, the association of lighting fixture manufacturers, Mr. Markel advised the wholesalers and retailers to equip themselves for rendering a complete residential lighting service, be prepared to merchandise everything from fixtures to portable lamps. By so doing, he said, electrical stores would retain business that frequently goes through other retail channels.

He related that ALEA is planning a series of local meetings with wholesalers, utilities, and dealers to discuss methods for each branch of the trade to capitalize the growing acceptance for residential fixtures.

The Certification Plan, under which ALEA members submit sample fixtures to the Electrical Testing Laboratories for testing and certification, is now in operation. To be approved, fixtures must meet ALEA specifications, one standard being that they meet the recommendations for illumination performance of ceiling luminaires formulated by I.E.S.



FIXTURE MEN look over program of the National Lighting Fixture Guild. From left, Harold Carpenter, Whiffen Elec., president of Guild; John Donovan, Service Elec. Mfg., Boston; Joseph Markel, Markel Elec. Products and president of ALEA; Robert Fish, Lightolier Co. and vice president of ALEA.



TO YOU, SIR, goes the responsibility for General Electric's air conditioning and commercial refrigeration department. Those might be the words of Vice President Stuart M. Crocker, right, upon leaving that work to concentrate on customer relations. Vice President H. L. Andrews, left, takes over that department in addition to carrying on as head of appliance and merchandise operations.

Fluorescent Price Down

List price on 14-watt 15 in. daylight and white fluorescent lamps has been reduced from $1.20 to $1.05 by G.E., Hygrade and Westinghouse. New price is effective on or about February 1. This is the lamp most commonly used in residential fluorescent floor or table portables.

Finishes Big Year, Looks to Active 1941

CHICAGO—Having chalked up attendance figures for 1940 totalling 53,601, the Chicago Lighting Institute looks ahead to an even more active 1941.

During the past year a large part of the Institute's 13,000 square feet of floor area was remodeled completely in order to keep abreast of latest ideas, methods and equipment in artificial lighting. Some of the successful displays were the store, demonstrating techniques of commercial lighting; the "fluorescent clinic" with complete educational and equipment displays; and complete new rooms which showed residential lighting. Among the activities were schools, conferences and training course covering every aspect of lighting.

Already planned for 1941, are such features as a complete new display on industrial lighting, a number of lighting courses, meetings on the uses of infra-red lamps for industrial customers, Better Light-Better Sight programs.

At right—Type S-D Heavy Duty Lug. Pure copper. Rigid and sturdy with extra contact area. Sizes from 35 to 400 amps.

At left—Type S-M, low cost, one-piece design. Compact and strong. May be soldered if desired. Sizes from 50 to 400 amps.

Sherman
SOLDERLESS LUGS

Make QUICK *Connections That Are* PERMANENT

Sherman solderless lugs are dependable, strong, rigid, permanently tight. You can assemble them in a jiffy—put plenty of wrench pressure on them too, without bending them. Sherman solderless lugs are easy to install—no loose parts to handle or lose.

Made of pure copper, with plenty of body, these Solderless Lugs will carry heavy overloads. Use them for quick temporary connections, or for a permanent job. Less sizes to stock — faster turn over — underwriters approved.

H. B. SHERMAN MFG. CO.
Battle Creek, Mich.

Write **For samples of Sherman Solderless Lugs, and catalog showing the complete Sherman line of electrical fittings. No obligation!**

CONTRACTORS RECOGNIZE THE *Plus* QUALITY OF

ILLINOIS PORCELAIN

because each piece is full size and uniform as to shape and quality. A large stock of these standard pieces should assure you of a quick turn-over.

Iron-Clad Wholesalers' Policy

The original policy of this organization was 100% wholesaling and the distribution of Illinois Porcelain Products has never varied from this strict policy of selling only through legitimate channels.

CLEATS

Standard one, two, and three wire types.

STANDARD TUBES

In sizes ½ to 48 inches long, 5/16 to 3 inch diameter in following types: unglazed, glazed, split, floor, split floor, headless, curved end, crossover split, and crossover. Diameters all uniform both inside and outside.

KNOBS

Cement coated — nail —genuine leather washer — code standard. They don't chip when driven in and they do stay in place and have a firm grip.

ILLINOIS
ELECTRIC PORCELAIN CO.
Macomb Illinois

ILLINOIS

. . . FOR TOP QUALITY AND *Exact* DIMENSIONS

CENTRALLY LOCATED, this Wolverine Tube Co. warehouse at 1632 W. Lake St., Chicago will make a complete line of electrical lugs and sleeves available to wholesalers in six states. H. H. Chaplin will be in charge.

New Fluorescents

Three new fluorescent lamps have been announced by General Electric, Hygrade and Westinghouse. Daylight color in the 100-watt lamp is now available in addition to the present 100-watt lamp in white. Soft white light is produced by the 15-watt size, and the new 14 watt lamp gives off a daylight quality of light.

CANADIAN NEWS

Appliances Booming

Fear of additional tax levies on electrical appliances is believed to be one of the factors contributing to the heavy sale of these items during recent months, despite a 25 per cent increase already in effect. This point was brought out at the winter conference of the Canadian Electrical Association, Windsor Hotel, Montreal, which was attended by more than 250 delegates. Another factor contributing to heavy appliance sales is the generally increased purchasing power.

Imports Restricted

Fixtures and most electric appliances are among the articles which can not be imported into Canada except from the sterling block of countries. These restrictions imposed became effective December 2, 1940.

A few of the articles prohibited from other than Empire countries are lighting fixtures, shavers, radios, vacuum

FAST SELLERS

IDEAL Wire-Nuts

Thousands of IDEAL "Wire-Nuts" are being sold every day, BECAUSE—

- Make better Wire Joints—Faster.
- No Solder, No Tape, No Torch.
- Better Electrically—Stronger Mechanically.
- Not affected by heat, cold or moisture.
- Make craftsmanlike job.
- Fully Approved.

1. Strip Wires—
2. Screw On—
3. THAT'S ALL!

MILLIONS IN USE! Sell IDEAL For VOLUME

OTHER IDEAL MONEY MAKERS

IDEAL SOLD THROUGH JOBBERS

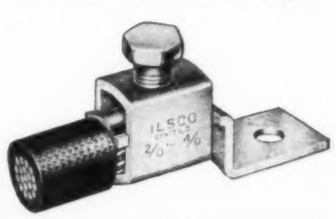
Ideal Commutator Dresser Company

1047 Park Avenue Sycamore, Illinois

"OFFICES IN ALL PRINCIPAL CITIES"

ILSCO SOLDERLESS CONNECTORS

HAVE YOU TRIED The New Ilsco Lugs?



BUILT FOR OVERLOADS!

The new design — as passed by the Underwriters' Laboratories May 1, 1940.

Write for Samples today, —Along with the New Catalog.

.....No Obligation.....

ILSCO COPPER TUBE AND PRODUCTS, INC.
5629 MADISON ROAD — — — CIN., O.

cleaners, refrigerators, ranges and cooking equipment, mixers, ironers, dish washers.

Under an amendment to the special War Revenue Act, a tax of 25 per cent is placed on all the above items, plus many others, which are made in Canada. At the same time the Minister of Finance announced a 10 per cent reduction on the duty of Empire-made electric apparatus and parts.

Wholesalers-Showmen

A. C. Sprague and his brother L. A. operate the Maritime Electrical Equipment Co., St. John, an organization that specializes in electrical supplies and equipment for theatres. To make sure that they know the problems of their own market, they operate three theatres themselves, the newest addition to the string being the Capitol, a movie house at St. George.

Electric Service Moves

HALIFAX—Steadily increasing volume forced the Electric Service & Supply Co., this city, to move to larger quarters at Cornwallis and Creighten Sts. In addition to much more room for displaying, selling and stocking, the new location is also adjoined by a parking lot for the convenience of customers.

Northern Changes

F. M. Sherwood, who has been service supervisor of the St. John, N. B. branch of Northern Electric Co., manufacturers-distributors, has been transferred to Halifax branch as assistant stores manager. His work at St. John has been taken over by R. S. Thompson, who was advanced from office clerk.

Wholesale Buying Law Postponed In B.C.

Retailers of British Columbia had hoped to have a law passed forbidding wholesalers selling appliances to anyone except retailers, but the session of the Legislature just concluded felt that the entire question should be thoroughly studied before legislative action was taken. In last month's issue WHOLESALER'S SALESMAN reported points the Retail Merchants Association had hoped would be included in the law. Although no definite action was taken, the government suggested that the B. C. Economic Council study the problem during the next year, then its findings could be passed along to the new Legislature.

Send for your Copy

OF THE *1941* SIGNAL

***FAN*Catalog!**

There's a pleasant surprise for you in this 1941 SIGNAL Fan Catalog. It illustrates the most advanced line SIGNAL has ever produced — new streamlined desk fans, pedestal fans and 20" and 24" Air Circulators. Every one of these many new numbers is designed to please, built to last and priced to sell. Yes, siree, SIGNAL has really got something!

SIGNAL ELECTRIC MFG. CO.

MENOMINEE, MICHIGAN

SIGNAL

Offices in all principal cities

STRONG, NEAT CONNECTIONS EVERY TIME!

When You Use B-M Connectors and Couplings

TELESCOPE BM SYSTEM

Approved by Underwriters Laboratories

You welcome the speed and ease that the B-M system puts in your hands. These fittings give you complete, *well finished* work in a hurry—on all average jobs (they're non water-tight).

Only One Tool Needed!

Costs you only $1.25 for the patented B-M indenter (½"—handles 80% of all installations). Just two squeezes, and you have a smooth, neat connection. No other tools required. This tool can save you many times its cost on the first job.

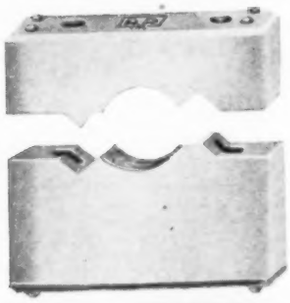
POPULAR because it's the SIMPLE METHOD! Saves 25% on material, saves 25% to 50% of connecting time. Makes installations quick and easy. Eliminates complications and ends fussing with nuts to tighten.

Distributed by

THE M. B. AUSTIN CO. Chicago, Ill.
CLAYTON MARK & CO. Evanston, Ill.
CLIFTON CONDUIT CO. Jersey City, N. J.
GENERAL ELECTRIC CO. Bridgeport, Conn.
THE STEELDUCT CO. Youngstown, Ohio
ENAMELED METALS Pittsburgh, Pa.
NATIONAL ENAMELING & MFG. CO. Pittsburgh, Pa.
TRIANGLE CONDUIT & CABLE CO. Elmhurst, New York City

BRIEGEL METHOD TOOL CO., Galva, Illinois

MORE
INDUSTRIAL WIRING
Is Going On



B&D CLEATS

An increasing use of B&D Cleats on new industrial wiring jobs bears proof to the old adage of "Survival of the Fittest". Used for more than forty years, the safety of industrial jobs wired with open cables supported by porcelain B&D Cleats, especially for overhead spans, has been proved by generations of trouble-free service. The economy of this system of wiring is a matter of record. In addition your contractors get ready accessibility, ease of making extensions, alterations, tapping branch or feeder lines—and ease of inspection, the entire system being in plain sight. To top it all he gets a system with increased heat dissipation, and, therefore, greater current carrying capacity.

Push B&D Cleats for industrial wiring to increase your sales of porcelain insulators.

PORCELAIN PRODUCTS, INC.
FINDLAY, OHIO

For Better Service—
INSTALL **TRICO**
REG. U.S. PAT. OFF.

TRICO PRODUCTS
have stepped up sales for Wholesalers everywhere.

Every item is outstandingly different — recognized for quality — nationally advertised — and above all, sold under a controlled "THRU THE WHOLESALER" policy that builds a solid profitable business for you.

FOR PRESTIGE -- FOR PROFIT -- SELL TRICO

Get complete details from your TRICO representative or write us.

WRITE FOR FOLDER CPF 300

TRICO FUSE MFG. CO., Milwaukee, Wis.
In Canada: IRVING SMITH LIMITED, Montreal

Campaigns Outlined

Convening at the Georgia Hotel, Vancouver, last month the Electrical Service League of B.C. outlined promotion plans for the year. The lighting campaign is already underway; refrigerators will be featured in May and ranges the following month. Laundry equipment will be pushed in both spring and fall campaigns and small appliances will be featured next December.

H. C. Darroch of the Canadian General Electric Co., is chairman of the League's Home Appliance Council.

Earl Jarvis has joined the Electrical Service League of British Columbia as field representative. He was formerly manager of refrigeration sales, Marshall Wells, Ltd.

George A. Wendt was recently promoted to acting manager of the Montreal district office of Canadian Westinghouse, Ltd.

Transferred from Vancouver, B. C., to Toronto office of the Canadian General Electric Co., **Jack Cooper** is now assistant to manager of radio and radiotron division. **L. A. Duncan** takes over Mr. Cooper's work in the radio division at Vancouver.

OBITUARIES

George Murray Brooks

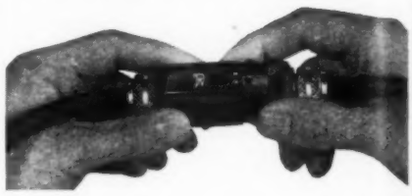
On January 1, George Murray Brooks, general counsel and executive vice president of The Okonite Co., died at the Columbia Presbyterian Medical Center, New York, after several weeks' illness.

Shortly after his graduation from Yale University (Law) in 1897, Mr. Brooks

joined The Okonite Co. and at the time of his death had served many years on its Board. He was also a director and vice president of The Okonite-Callender Cable Co.

Born in Dalton, N. H., on May 5, 1857, Mr. Brooks was well-known in the field of corporation law, belonged to the American Bar Association, New York

MIDGET
TRIPLOC



A new line of plugs and receptacles, smaller, lighter weight, yet retaining many heavy duty features of the regular Triploc line.

•

PYLETS
... the improved heavy duty conduit fittings
PLUGS AND RECEPTACLES
VAPORTIGHT FIXTURES
FLOODLIGHT PROJECTORS
AIRPORT LIGHTING EQUIPMENT

•

Write for bulletins with complete listings

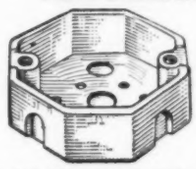
THE PYLE-NATIONAL COMPANY
1344 North Kostner Avenue
CHICAGO, ILLINOIS

A New 'Phone

Available in 8, 4, 1 and 0 button sizes. Quality that speaks for itself

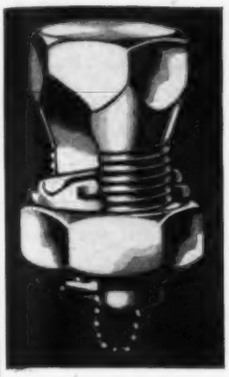
S. H. COUCH COMPANY, INC.
NORTH QUINCY, MASS.

Specify:
ALL PORCELAIN OUTLET BOXES
COVERS AND RECEPTACLES
For: **SAFETY**
ECONOMY
PERFORMANCE



Write for Information and Prices
SUPERIOR PORCELAIN CO.
Box 669 PARKERSBURG, W. VA.

The MOST COMPLETE
LINE OF
Service Connectors



LARGEST VARIETY of types, and a COMPLETE range of sizes. For all kinds of conductors.

Popular connector at left is carried in stock in ALL sizes, up to 1,000,000 CM. Furnished with or without retainer.

ANY MATERIAL — Hardware Bronze, Silicon Bronze, Aluminum.

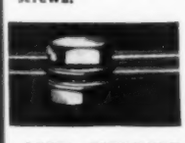
MILLIONS IN USE and never one rejection due to performance or workmanship. Can be re-used over and over.

MADE IN OUR OWN PLANT under engineering supervision. Bodies and nuts precision machine-threaded for perfect fit. No sharp edges.

ALUMINUM Connectors machined from hard drawn rod, with forged spacers.

SERVICE POST Connectors for one or more conductors; many types.

SERVICE ENTRANCE Connectors with extruded copper bodies, Everdur screws.



TELEPHONE Service Connectors, brass rod—plain, nickel plated or tinned.

AND THOUSANDS MORE. Every connector Dependable. Preferred by leading utilities and "industrials," and manufacturers of electrical equipment.
Write for Catalog.

PENN-UNION
ELECTRIC CORPORATION
ERIE, PA. *Sold by Leading Jobbers*

PENN-UNION
Conductor Fittings

State Bar Association, New York County Lawyers' Association, as well as the Bankers' Club and Yale Club of New York City.

He is survived by his wife, Lida Harway Brooks.

M. B. Austin, Sr.

M. B. Austin, Sr., founder and president of The M. B. Austin Co., Chicago, also one of the pioneers of the electrical industry, died on January 24th. Starting his electrical career with Western Electric, he was one of the youngest salesmen to go on the road for them. From Western Electric he went to Knapp Electric as sales manager. Then in 1894, Mr. Austin set up a sales agency in Chicago. His first line was that of Safety Insulated Wire & Cable Co., which he handled until 1926. Mr. Austin and associates also assumed sales responsibility for several other manufacturers adding the Austin name to many products during more recent years.

Paul Hogan

Paul Hogan, 58, vice president of Electrical Supply Co., New Orleans, died suddenly on the evening of December 30 from a heart attack. He had spent most of that day with the company's salesmen, attended a banquet with them and fellow-executives of the firm and was in apparent good health when he went home. The heart attack came while he was shaving shortly before midnight.

Able, kind, and always human in his relationships with others, Mr. Hogan enjoyed the respect and love of hundreds of men throughout the South's electrical industry. This feeling has been effectively summarized by an associate who said of Mr. Hogan, "He had the diplomacy of a diplomat and the kindness and sincerity of a priest."

Born in Morgantown, N. C., he associated with the utility there following graduation from high school. Then he spent 18 months with an Atlanta contractor. Next Mr. Hogan joined General Electric and while traveling for them was offered a position with Electrical Supply Co., as well as an opportunity to buy an interest in the organization. Within a year or so he was elected vice president, which position he held for 21 years.

P&S
WIRING DEVICES

Specialists in the manufacture of Precision Made wiring devices for the most rigid requirements.

A logical source of supply for wiring devices on government, industrial commercial and residential jobs.

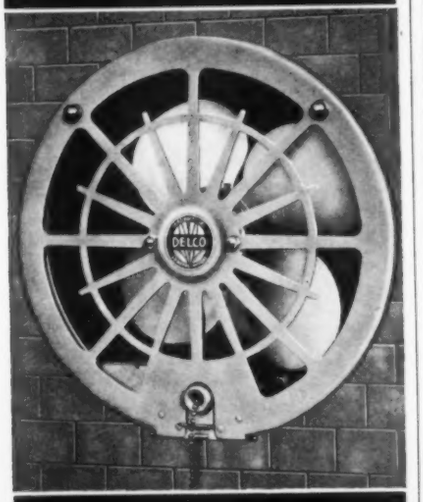
Catalog on Request

Pass & Seymour, Inc.
SYRACUSE, N. Y.

PROFIT MAKER #2

This new low-priced cylindrical wall box

VENT FAN



offered by

DELCO

This entirely new type 10-inch Delco Northeaster has everything to make it sell and is the greatest value we ever offered.

The cylinder can be extended from 5¼ to 13½ inches to fit any wall. The ivory white grill is most attractive, and the new semi-wide blades very quiet and powerful.

The pull chain operates the "start and stop" switch and at the same time opens the outside door. When the fan is stopped, this door is firmly closed so that it keeps out all cold, snow, or rain.

Send for the 1941 Catalog

See the other new model Vent, Air-circulator, and Desk Fans, and the new sales helps that will make the complete line of Delco Fans the most profitable fan line you can handle.

DELCO APPLIANCE DIVISION

GENERAL MOTORS SALES CORPORATION

ROCHESTER, N. Y.

ADVERTISERS' INDEX

A

Adam Electric Co., Frank..... 38
American Automatic Elec. Sales Co. 3
Appleton Electric Co..... 18
Arrow-Hart & Hegeman Electric Co. 12

B

Briegel Method Tool Co..... 63
Bussmann Manufacturing Company Back Cover

C

Chase Sawmust Co..Inside Back Cover
Chicago Transformer Corp..... 54
Colt's Patent Fire Arms Mfg. Co. 4, 5
Corning Glass Works..... 23
Couch & Co., S. H..... 64
Crescent Insulated Wire & Cable Co. 57
Curtis Lighting, Inc..... 42
Cutler-Hammer, Inc. Inside Front Cover

D

Delco Appliance Div..... 66

F

Fleur-O-Lier Mfrs. 44
Fullman Mfg. Co..... 56

G

General Electric Co. (Bridgeport) 51
General Electric Co., (Nela Park) 6, 7
Goodrich Elec. Co..... 59
Guth Co., The Edw. F..... 14

H

Hazard Ins. Wire Works Div.... 8
Hygrade-Sylvania Corp.....36, 37

I

Ideal Comm Dresser Co..... 62
Illinois Elec. Porcelain Co..... 62
Ilsco Copper Tube & Products, Inc. 62

J

Jefferson Electric Co..... 41

K

Krueger & Hudepohl, Inc..... 66

M

Miller Co., The..... 49
Mitchell Mfg. Co..... 53
Monarch Fuse Co..... 58

N

North American Lamp Co..... 66

O

Okonite Co..... 8

P

Pass & Seymour, Inc..... 65
Penn Union Electric Corp..... 65
Pittsburgh Reflector Co..... 60
Porcelain Products, Inc..... 64
Pyle-National Co., The..... 64

R

Republic Steel Corp.....20, 21
RLM Standards Inst. Inc..... 16

S

Sherman Mfg. Co..... 61
Signal Electric Mfg. Co..... 63
Square D Company..... 10
Steel & Tubes Div.....20, 21
Superior Porcelain Co..... 64

T

Trico Fuse Mfg. Co..... 64

W

Wiremold Co..... 55

K&H *Solderless Terminal* **LUGS**

A SIZE and TYPE *for every need!*

FOR IMMEDIATE DELIVERY

Solderless Terminal Lugs, and Connectors such as Parallel, Service, T Type, Straight, Three-Way, Cross, Clamp Type, A.C.S.R. and Copperweld.

Universal Taps and Ground Clamps.

FULL STOCK ON HAND FOR ALL COMBINATIONS OF WIRE SIZES.

Write for Catalog 3LC.

KRUEGER and HUDEPOHL

232-8 Vine St.
CINCINNATI, OHIO

K&H *Solderless* **CONNECTORS**

WANTED

AGENTS AND SALESMEN

By established manufacturer of complete line of electrical specialties. Reorganization of sales force makes some territories available for experienced men. Write full particulars which will be strictly condential.

Box No. 21
c/o Wholesaler's Salesman
330 West 42nd Street
New York, N. Y.

NEW PROFITS FOR YOU!
With NALCO DRITHERM CARBON LAMPS for

INFRA-RED RAY DRYING

Get ready to meet industry's demands for radiant energy heating and drying by featuring Nalco Dritherm Carbon Lamps. Ideal for drying synthetics, ink, film, textiles, blue prints, paper and paper products, latex, etc. Get your full share of this new profitable business. Write today.

NORTH AMERICAN ELECTRIC LAMP CO.
1034 Tyler Street St. Louis, Mo.